Assignment 7

1. I am using ParseHub and Yellow Pages to scrape the names and addresses of cosmetic and skincare retailers near my current successful trade area around ZIP code 87120 in Albuquerque, NM. The goal is to identify additional trade area candidates near the already successful location at Sunficent LLC, based on surrounding retail presence.

I will use these scraped addresses to evaluate other nearby locations that may serve similar populations. Specifically, I am looking for areas with high numbers and high percentages of households in Tapestry lifestyle segment 7A: Up and Coming Families, as this segment was dominant in my current trade area and showed strong alignment with my skincare outreach initiative. By targeting similar segments in new locations, I can expand my outreach more effectively and with higher confidence in community responsiveness.

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AI-generated content may be incorrect.

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1. My original and successful trade area is the Sunficent LLC location at 2105 Vista Oeste NW, Albuquerque, NM 87120. This trade area had strong alignment with my user group and was dominated by households in the 7A: Up and Coming Families segment. To find new trade areas for business expansion, I analyzed several additional skincare retailer locations using a 2-mile radius trade area around each.

As shown in the results below, the location at Paseo del Norte NW stands out as the most promising new area. It has 1,369 households in segment 7A, which accounts for 81.54% of all households in the trade area—a higher share than my original successful location, which had 833 households in 7A (38.37%). A third location on Old Coors Dr SW was less promising, with only 30 households in segment 7A (2.48%).

By sorting the results in descending order by 7A households, I am prioritizing trade areas with the largest concentrations of my target lifestyle segment. This approach helps me identify the strongest candidates for scaling up my outreach initiative.

