

County Franchise Expansion 2021

Oakland County, MI
Bergen County, NJ

Prepared by Andre Buser
August 23rd, 2021

The logo for CHICKEN KITCHEN is displayed within a light pink square. The words "CHICKEN" and "KITCHEN" are stacked vertically in a bold, white, sans-serif font.

**CHICKEN
KITCHEN**

Today we will discuss...



- Methodology
 - Data Sources
 - Key Success Criteria
- The Geographical Locations
- Our Recommendation
- Insights
 - Total Population
 - Young Population
 - Income Growth (100k+)
 - Infrastructure
 - Personas
 - Peer Competitors
- Recommended Next Steps

Methodology: Data Sources



Demographic Data

- **American Community Survey (ACS)** via CensusReporter.org
- United States Census data via **Gale Business DemographicsNow**

Consumer Data

- **Consumer behavior and profile data** were gleaned from the **Gale Business DemographicsNow**

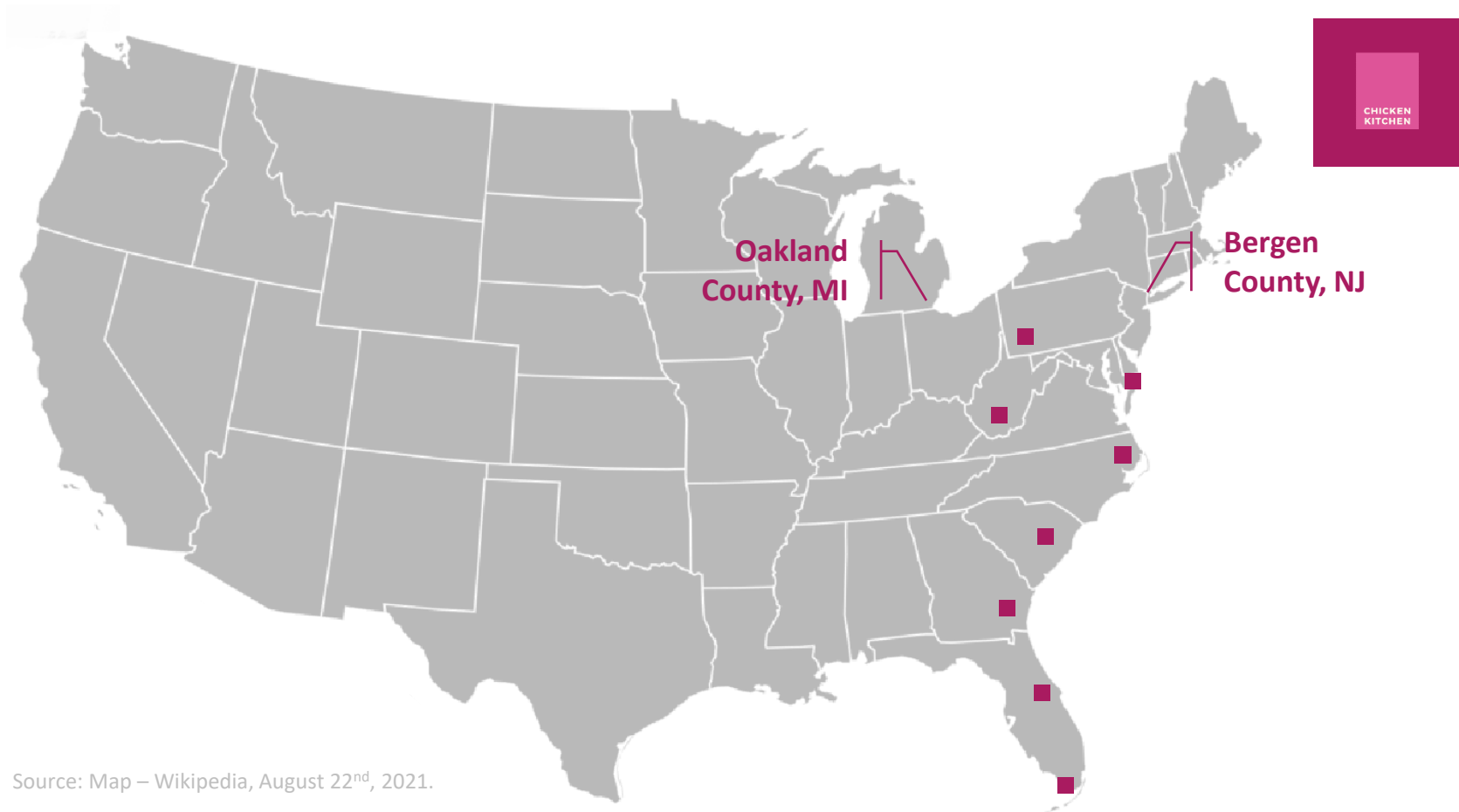
World Wide Web Data

- **Google Maps**
- **Wikipedia**
- **Yelp**

Methodology: Key Success Criteria



- Total Population
- Income **Growth**
- Infrastructure
- Stable or increasing population of young people
- Personas
- Peer Competitors



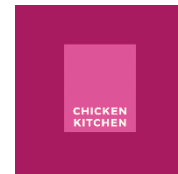
Source: Map – Wikipedia, August 22nd, 2021.

Our Recommendation: Oakland County, MI



Source: Logo – Wikimedia.org, August 22nd, 2021.

Insights: Oakland has the BIGGER Total Population 2020¹



1,257,982
Oakland County, MI

941,439
Bergen County, NJ

Source: Complete Demographic Comparison Report by Gale Business
DemographicsNow, Aug. 16th, 2021 | ¹Estimated for 2020

Insights: Young Population (age 20 to 44)

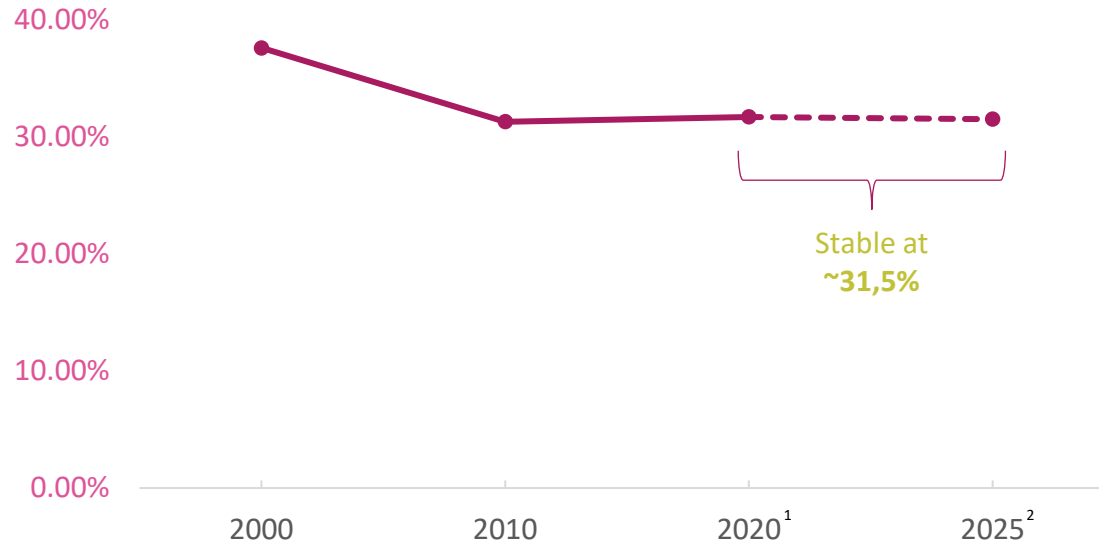
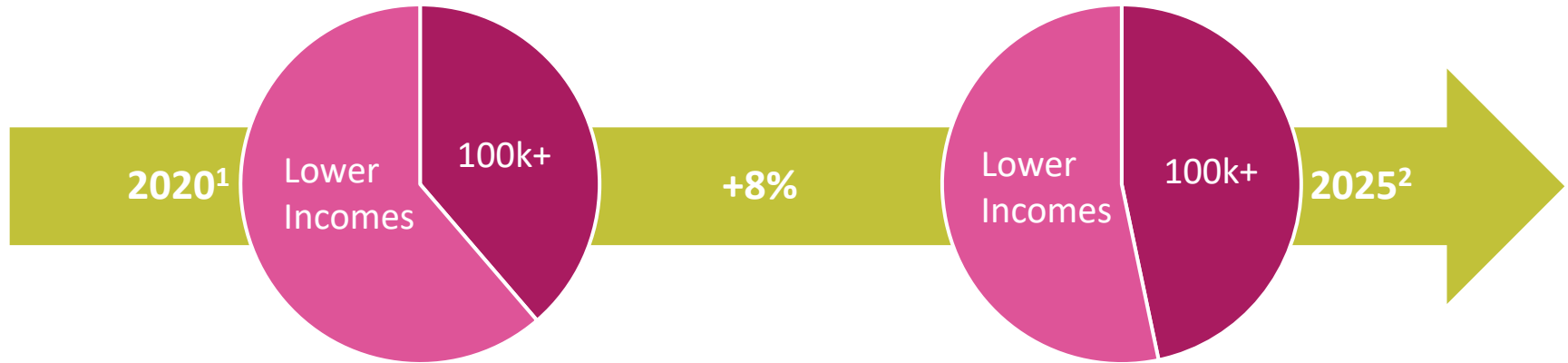


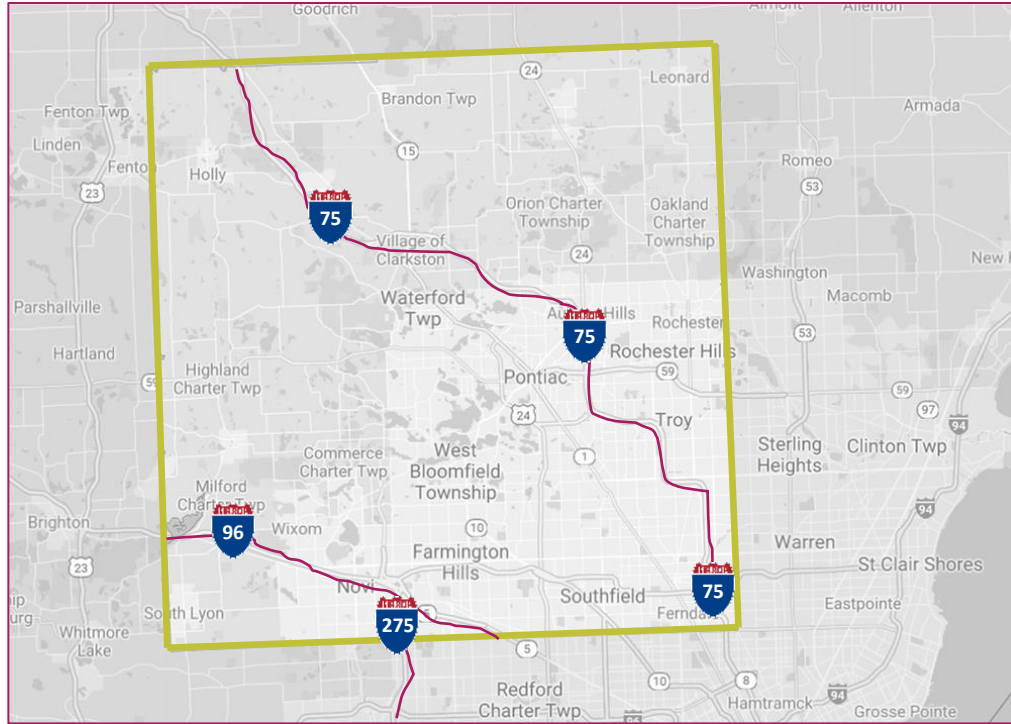
Chart: Andre Buser | Source: Complete Demographic Comparison Report by Gale Business
DemographicsNow, Aug. 16th, 2021 | ¹ Estimated for 2020 | ² Projected by 2025

Insights: Estimated Growth in the Income Group 100k+



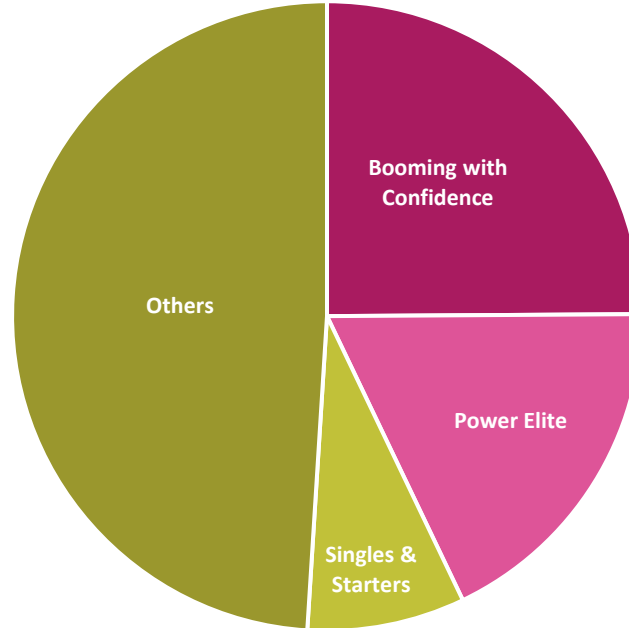
Source: Complete Demographic Comparison Report by Gale Business
DemographicsNow, Aug. 16th, 2021 | ¹ Estimated for 2020 | ² Projected by 2025

Insights: Good Infrastructure with 3 Interstates



Source: Map – Google Maps, August 22nd, 2021.

Insights: Personas - A good fit for Chicken Kitchen



Source: Mosaic Population Summary Index Report by
Gale Business DemographicsNow, Aug. 16th, 2021

Insights: Peer Competitors



7greens

Source: Yelp.com, August 22nd, 2021.

Why not Bergen County?



	Total Population 2020 ¹	Total Population 2025 ²	Young Population 2025 ²	Income 100k+ Growth 2025 ²	Infrastructure
Oakland County, MI	1,257,982	1,273,946	31.5%	+8%	3 Interstates
Bergen County, NJ	941,439	960,829	30.3%	+6.3%	3 Interstates

¹ Estimated for 2020 | ² Projected by 2025

Source: Complete Demographic Summary Report by
Gale Business DemographicsNow, Aug. 16th, 2021

Recommended Next Steps



- 1. Select Oakland County and monitor Bergen County**
- 2. Focus on Novi City**
- 3. Initiate real-estate research**
- 4. Adjust Marketing Campaigns**