

# County Franchise Expansion 2021

Oakland County, MI  
Bergen County, NJ

Prepared by Andre Buser  
August 23<sup>rd</sup>, 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.

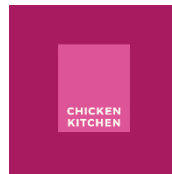
**CHICKEN  
KITCHEN**

# Today we will discuss...



- Methodology
  - Data Sources
  - Key Success Criteria
- The Geographical Locations
- Our Recommendation
- Insights
  - Total Population
  - Young Population
  - Income Growth (100k+)
  - Infrastructure
  - Peer Competitors
- Why not Bergen County, NJ
- 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**

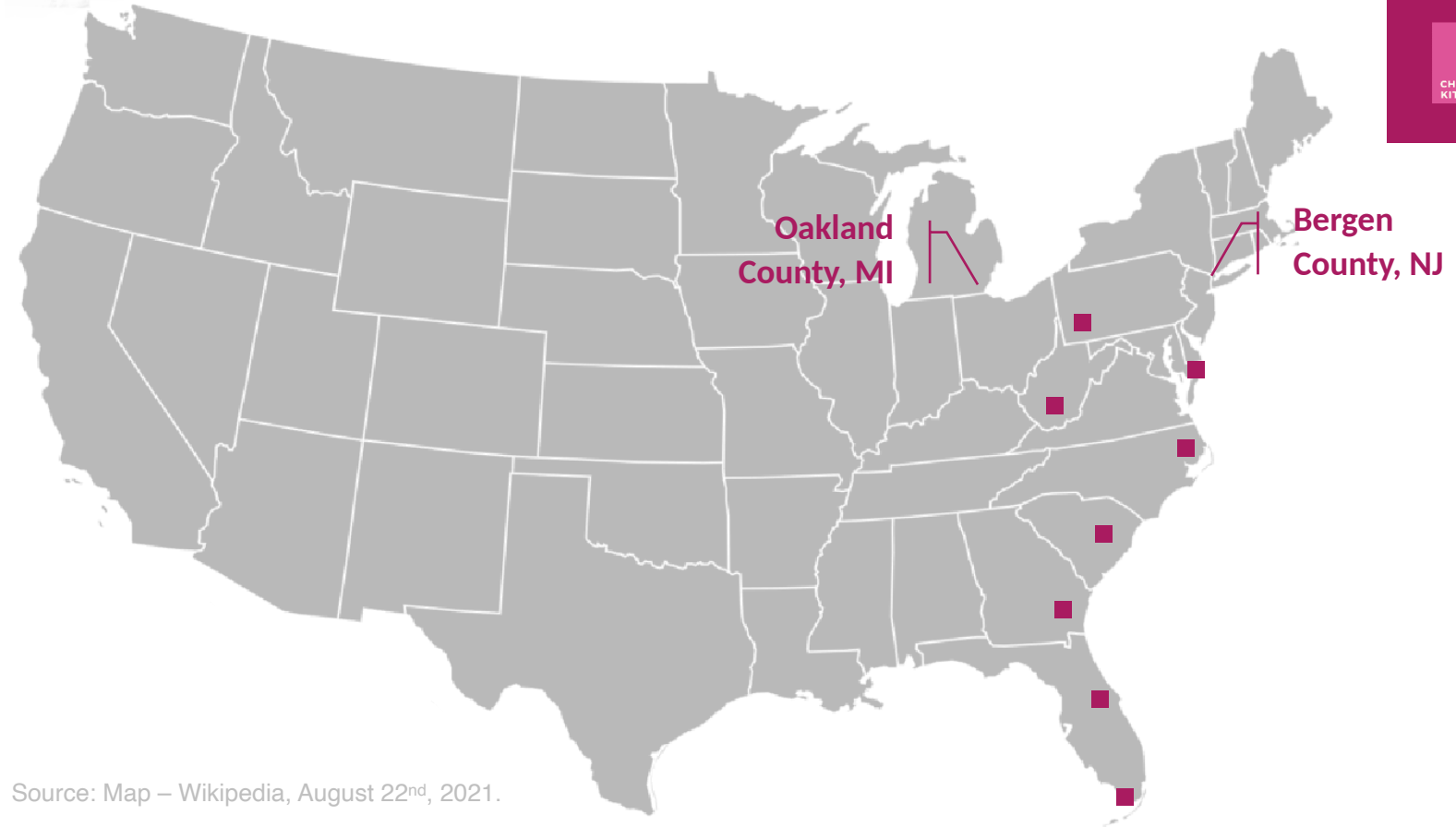
## World Wide Web Data

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

# Methodology: Key Success Criteria

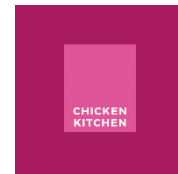


- Total Population
- Stable or increasing population of young people
- Income **Growth**
- Infrastructure
- Peer Competitors



Source: Map – Wikipedia, August 22<sup>nd</sup>, 2021.

# Our Recommendation: Oakland County, MI



Source: Logo – Wikimedia.org, August 22<sup>nd</sup>, 2021.

# Insights: Oakland has the BIGGER Total Population 20



1,257,982  
Oakland County, MI

941,439  
Bergen County, NJ

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

# Insights: Young Population (age 20 to 44)

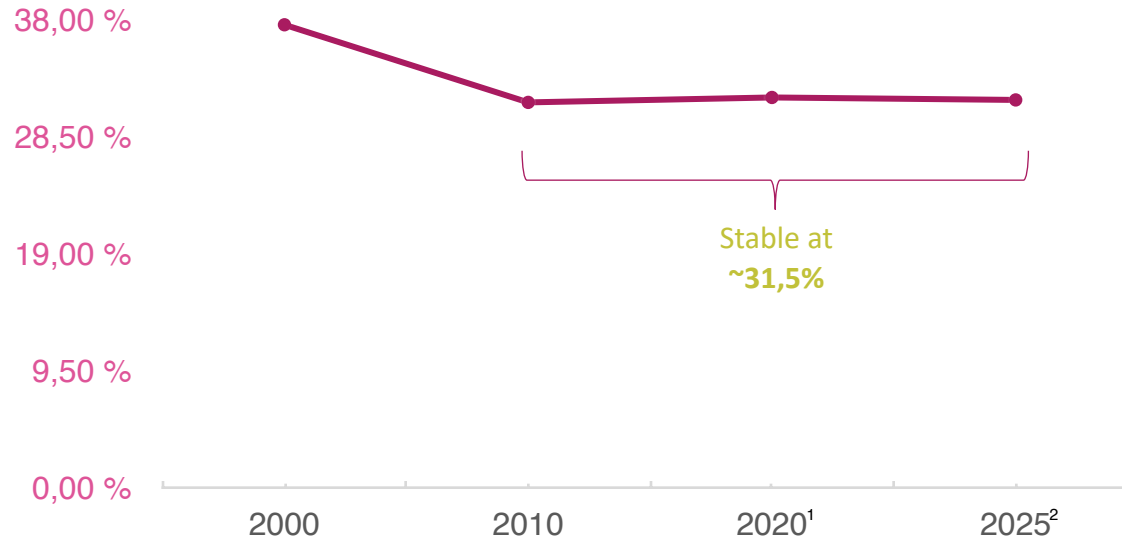
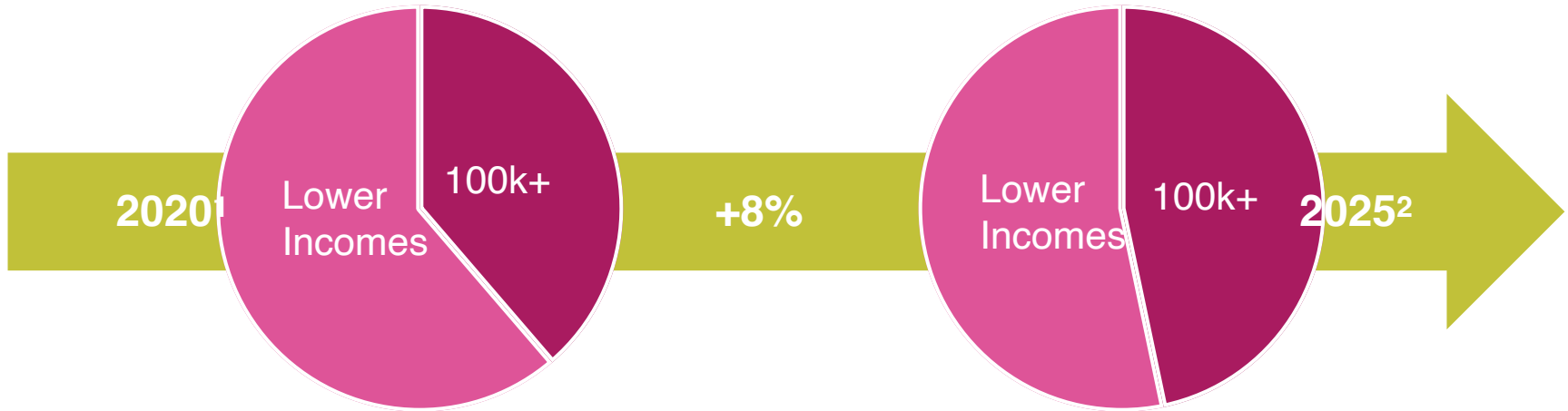


Chart: Andre Buser | Source: Complete Demographic Comparison Report by Gale Business DemographicsNow, Aug. 16<sup>th</sup>, 2021 | <sup>1</sup> Estimated for 2020 | <sup>2</sup> Projected by 2025

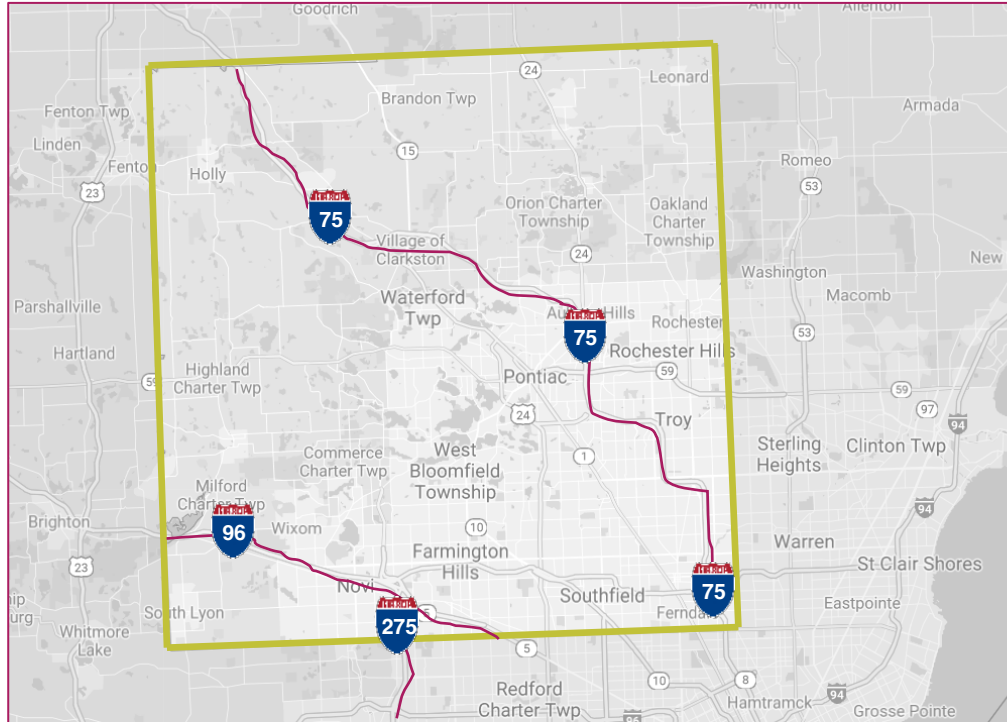


# Insights: Estimated Growth in the Income Group 100k+



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

# Insights: Good Infrastructure with 3 Interstates



Source: Map – Google Maps, August 22<sup>nd</sup>, 2021.

# Insights: Peer Competitors



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7greens

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Source: Yelp.com, August 22<sup>nd</sup>, 2021.

# Why not Bergen County?



	Total Population 2020 <sup>1</sup>	Total Population 2025 <sup>2</sup>	Young Population 2025 <sup>2</sup>	Income 100k+ Growth 2025 <sup>2</sup>	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

<sup>1</sup> Estimated for 2020 | <sup>2</sup> Projected by 2025

Source: Complete Demographic Summary Report  
by Gale Business DemographicsNow, Aug. 16<sup>th</sup>,  
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**