

# Where should The Rocket open its next venue?

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# Current Locations

- 122 West Michigan Avenue, Ypsilanti, MI 48197
- 200 West Nine Mile Road, Suite A, Ferndale, MI 48220

# Goals

- Remain within Southeast Michigan/metro Detroit
- Continue to target customer base of ages 20 to 35
- Ideally open new venue in thriving downtown area

# Data

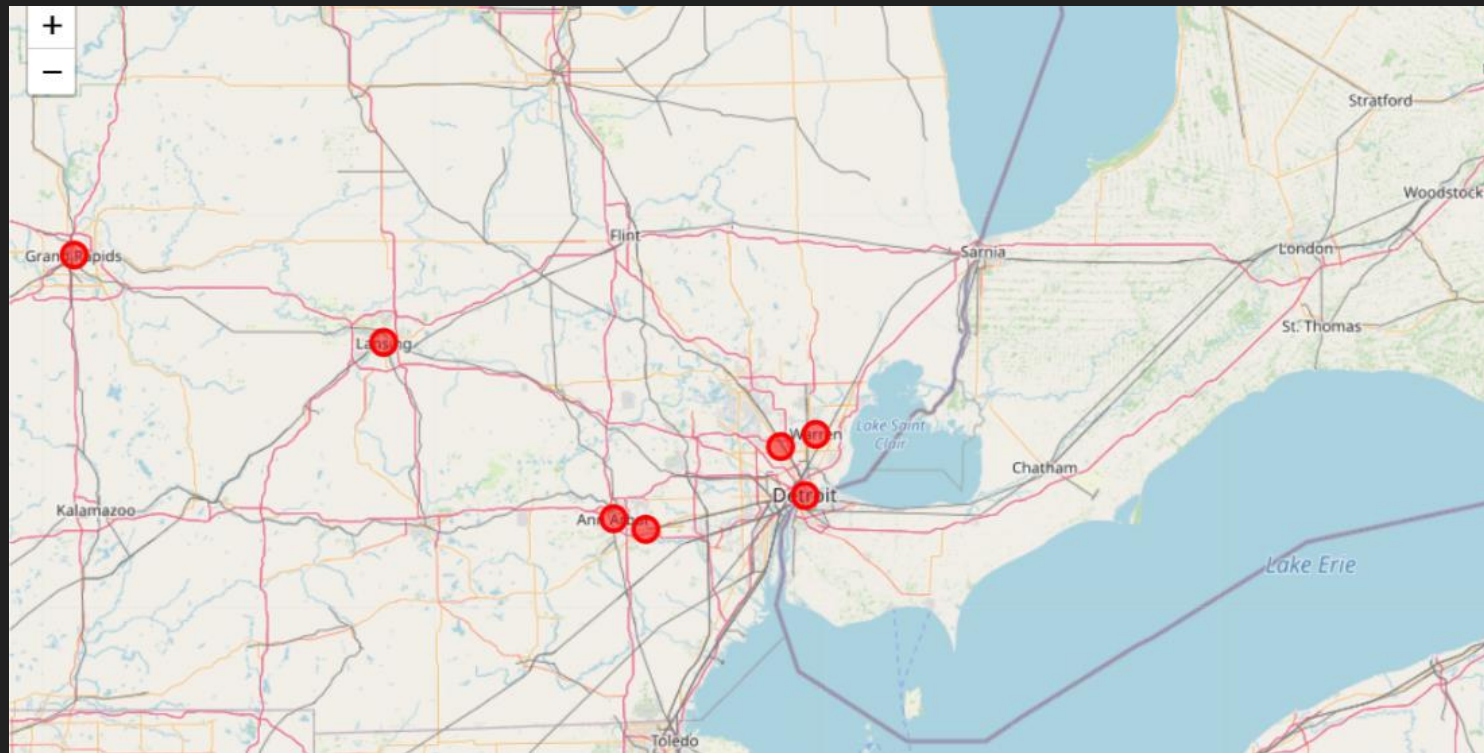
- Data primarily from U.S. Census Bureau
- Data analyzed in terms of population and age range for cities and counties in Michigan
- Most important: sum of the populations for each city for ages 20 to 34

# Top Five Cities

- Detroit (102,047)
- Grand Rapids (40,227)
- Ann Arbor (21,316)
- Warren (20,671)
- Lansing (20,089)

# Map

- Map shows that the top two logical choices are Detroit or Warren



# Additional Considerations

- Is there a thriving downtown?
- What are the most popular venues?
- Does the area see a lot of foot traffic?
- How many customers could be expected to visit the store on a given day?
- Specific street location within city?

# Final Recommendation

- Detroit
- Higher population of the targeted age range and also larger in terms of area compared with Warren





# Questions?