Questions:

1. **What is the name of your shopping center? What type of shopping center did you select? Where is your shopping center located?**

* The name of the shopping center is The Shops at Legacy. It is located in the Dallas-metro plex area. I choose the lifestyles center. It is located at 5741 Legacy Dr, Plano, TX 75024.

1. **What tenants are found in this location?**

* There are different types of tenants found. It can be found at the following link:

<https://shopsatlegacy.com/directory>

1. **Do the tenants appear to complement one another? Explain.**

* Tenants seemed to complement each other because the shopping center has an open-air configuration of specialty stores, entertainment, and restaurants, with designs of ambiance and amenities. For example, there are high-end places to shop such as Kendra Scott, Francesca's, urban outfitters and many more. But at the same time, there are services provided to consumers such as Bank of America, Foss Dental, the UPS store and much more. There are also 42 dining services to complement the whole process. Places like these have a lower amount of sales but still, make more money because they are expensive and unique in their services. I believe that a lifestyle center such as The Shops at Legacy creates a wholesome experience for shopping, dining, and entertainment. if an individual does not want to shop they might as well dine at a nice restaurant.

1. **What type(s) of shopping do customers engage in at the shopping center you selected?**

* The majority of people who shop here mostly for fashion and the latest technology. The other 20.8% of the people spend most of their money on their affluent homes. They take pride in their picture-perfect homes and furnish it whenever they can with the best services. But mostly they spend their money on fashion and apparel. And on a regular basis customers like to dine out and visit salons for their expenditure.

1. **Describe the population characteristics around this center.**

* Residents in this zip code are mainly divided into 3 groups. Those groups are named Metro Renters, Professional Pride, and Enterprising Professionals.
* **Metro Renters** are typically uptown individuals who enjoy wine at bars and restaurants and participating in leisure activities such as yoga and Pilates. These individuals live in apartment buildings either alone or with a roommate. They are one of the fastest-growing divisions. The popularity comes from people aged in their twenties and thirties. They spend a large share of their wages on rent, clothes and the latest technology. They usually live close to their office for a convenient commute. They prefer environmentally safe products. They strive to be sophisticated in their looks which makes a suitable market for this type of center.
* The next biggest group is **Professional Pride**. They are those people who are young and old and tech-savvy at the same time. These are affluent estates individuals are financially stable because they invest their money wisely. That's why their annual household income runs more than twice the US level. This type of affluence allows them to keep their homes picture perfect. They keep homes furnished with the latest home trends such as home gyms and in-home theatres. These individuals are goal-oriented and strive for lifelong earning.
* The next group is the **Enterprising Professionals** who are upscale people who like to eat out at restaurants and watch movies at home with a high-speed internet connection. Many of these individuals rent their homes. These residents are diverse, with Asians, Hispanics, and whites making most of the population. With their occupations in the STEM field (science, technology, engineering, mathematics) they make one and a half more than the US level. They strive to be healthy and youthful. They buy brand names and trendy clothes online which makes them a suitable market for this center.

1. **What changes would you make in the tenant mix to increase the overall shopping performance of the center?**

* The Shops at Legacy is a nice and welcoming place to spend a Sunday brunch with your friends or attend a date night in the evening. They have a different variety of brand name stores for all types of people. There are some upscales stores as well as budget-friendly stores. There is plenty of restaurants to eat while you shop and it’s a balance between spending quality time and shopping and eating and getting things done. The only downside I could find was the parking situation. There are not a lot of free spaces unless if you are willing to valet. I might also add some more bars for more options. There are some good ones but there could be more making that place like a bar-hopping friendly. To improve the performance I would make bigger parking spaces and maybe make them free. Bars are a good addition for Metro Renters who socialize on a daily basis plus it gives more options to consumers.