

ALEXYS H. TATYIANA F. ARMIEL C. RACHAEL M. PASCIA S.
DAVINA S.

ZIGGIES

SANDBOX

GROUP
MEMBERS

LOCATION STATISTICS

- ❖ Square Footage:
 - Store A
 - Ground Floor: 2,250 SF
 - Lower Level: 1,000 SF



http://www.ripcony.com/sites/default/files/43%20Crosby%20Street_Soho_Marketing%20Package_2015.10.27.pdf

LOCATION STATISTICS

- ❖ Interior decor:
- ❖ Fixtures:
 - Cubbies, Seesaws, Monkey Bars, ladders, swings
- ❖ Sales volume:

LOCATION STATISTICS

❖ Inventory levels:



❖ Consumer profile:

➤ Average age of purchaser:

- Parents ages 25 +
- purchasing for children ages 2 y/o to 10 y/o
- wearing sizes 2T to 14

➤ Family Income:

- Upper Lower class/ Lower Middle class

LOCATION STATISTICS

- \$30,000-\$80,000

➤ purchase in dollars:



➤ Fashion attitude Lifestyle:



DEMOGRAPHIC PROFILE

- ▶ Location: Soho, NYC
- ▶ Total Population: 51,240
- ▶ Female Population: 25,738
- ▶ Median Age: 36 years old

TEXT

CONSUMER PROFILE

TEXT

DEVELOPE A BUYING