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A Site Suitability Analysis of a Tattoo Art School in Tallahassee, Florida

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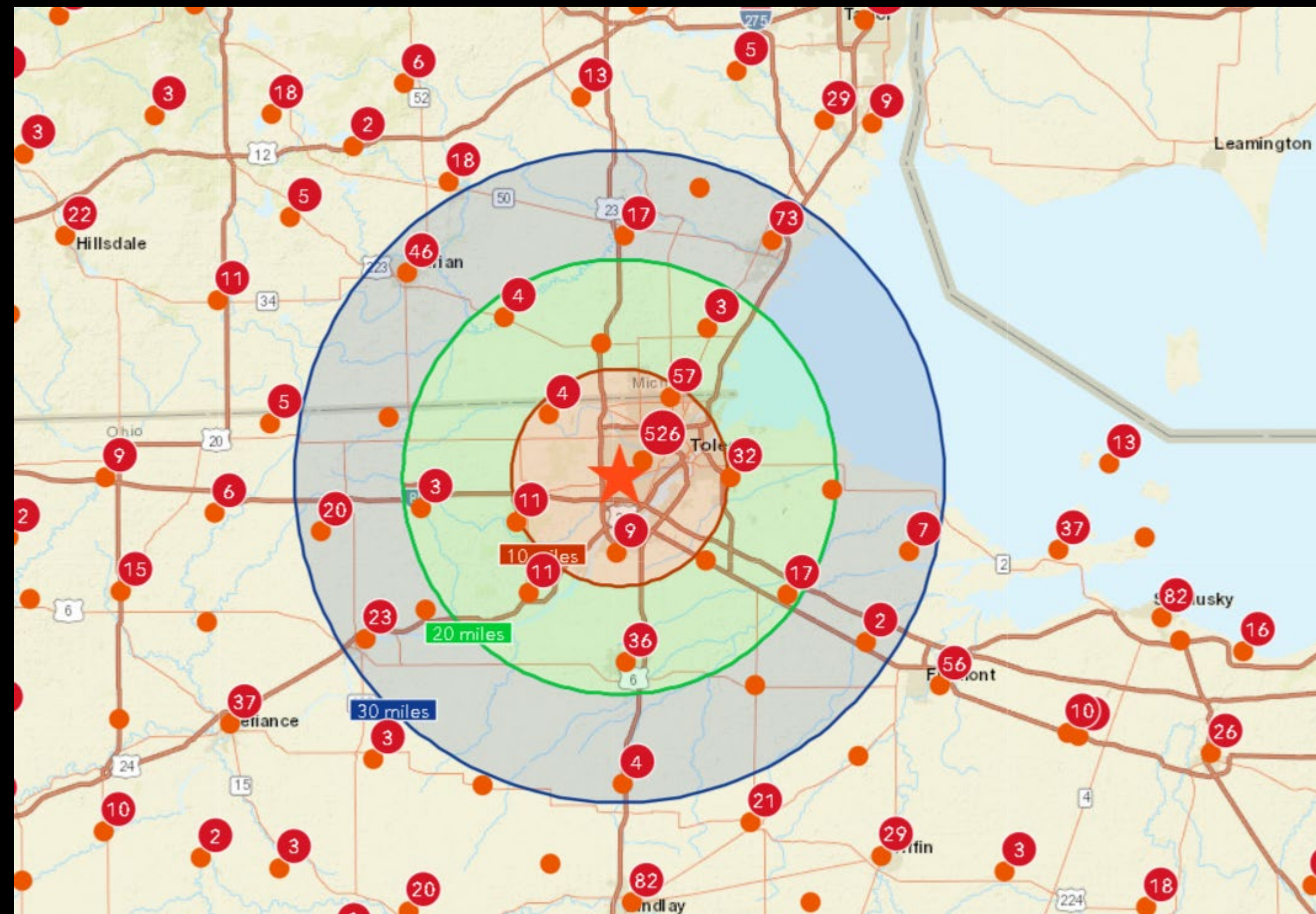
Would Pollo Tropical be sustainable in Lucas County, Ohio?

By: -Gianni McCrea
-Andre Kimble

Data source: 2020 ESRI ArcGis Business Analyst
Business Analyst (arcgis.com)



1) Industry Analysis:



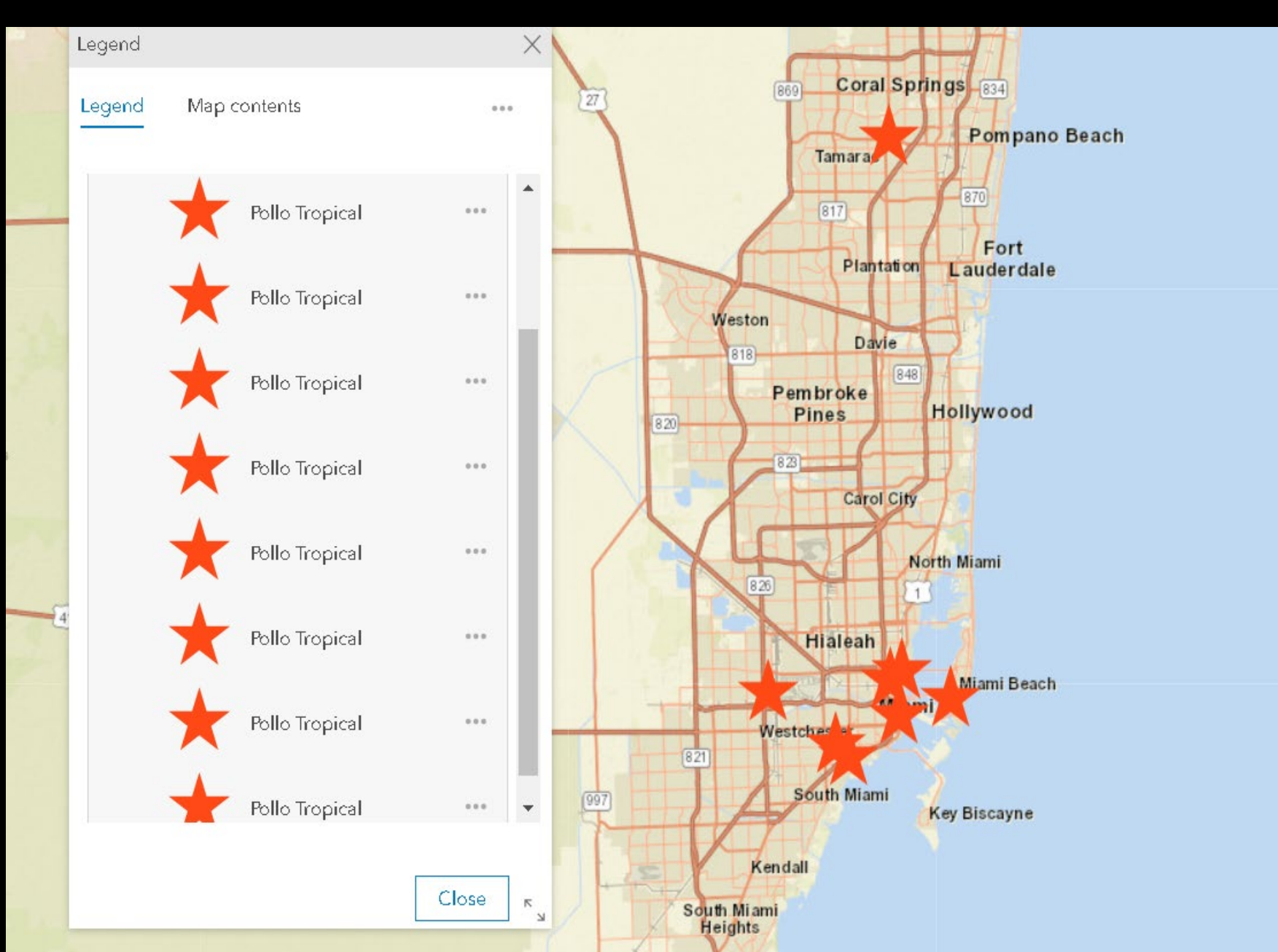
Drive Time Analysis:

- Shows 550+ Fast food/Restaurants within 10 miles radius.
- within 20-30 mile radius additional 113

2) Location Overview:

Business Name	County	# of employees	Sales Volume
Pollo Tropical	Miami	30	\$965,000
Pollo Tropical	Miami	30	\$1,561,263
Pollo Tropical	Miami	30	\$1,211,498
Pollo Tropical	Broward	25	\$1,063,147
Pollo Tropical	Broward	25	\$1,321,801
Pollo Tropical	West-Palm	35	\$1,723,111
Pollo Tropical	West-Palm	35	\$1,438,940

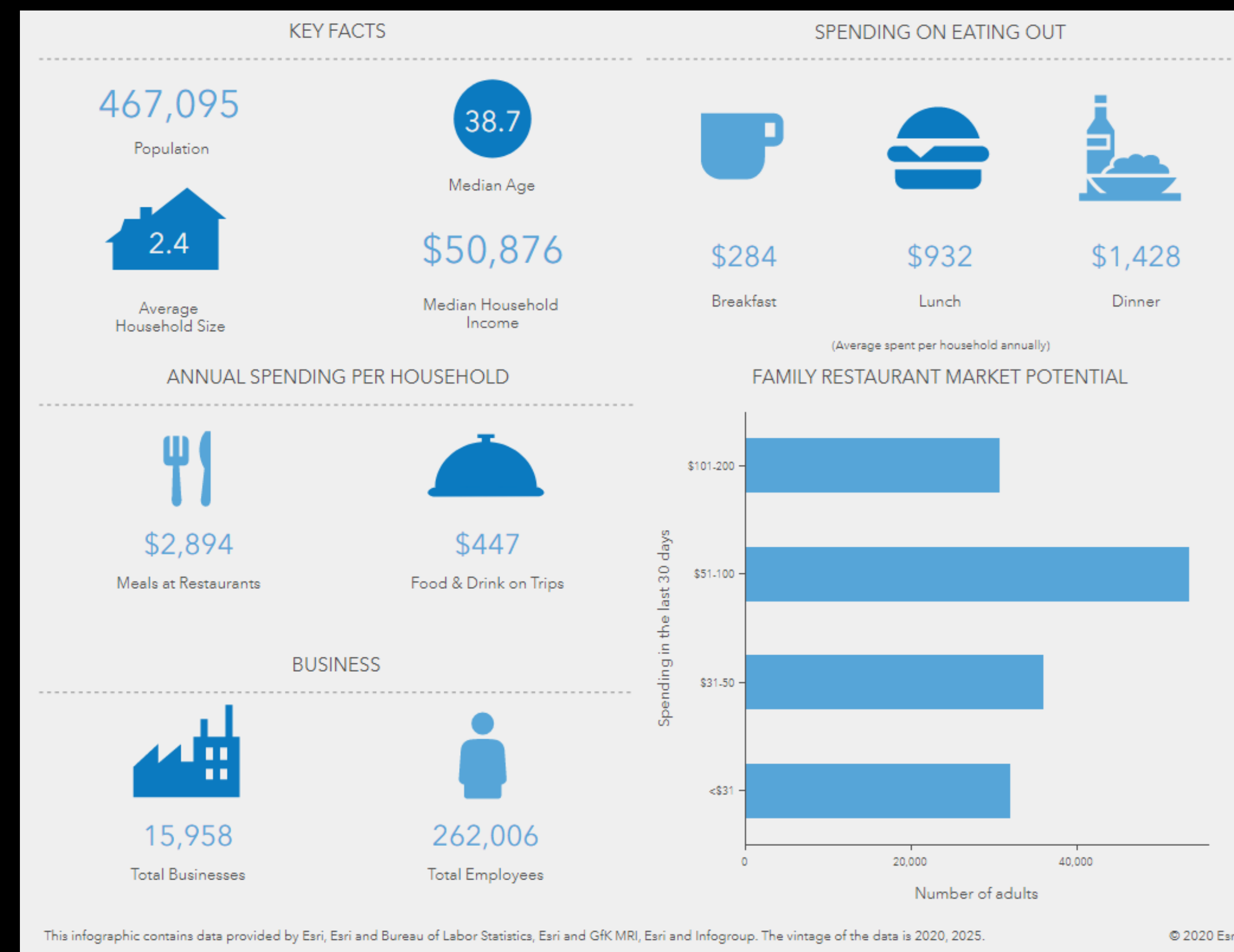
- All 7 locations of Pollo Tropical
- Historical traffic through lucas county around potential location



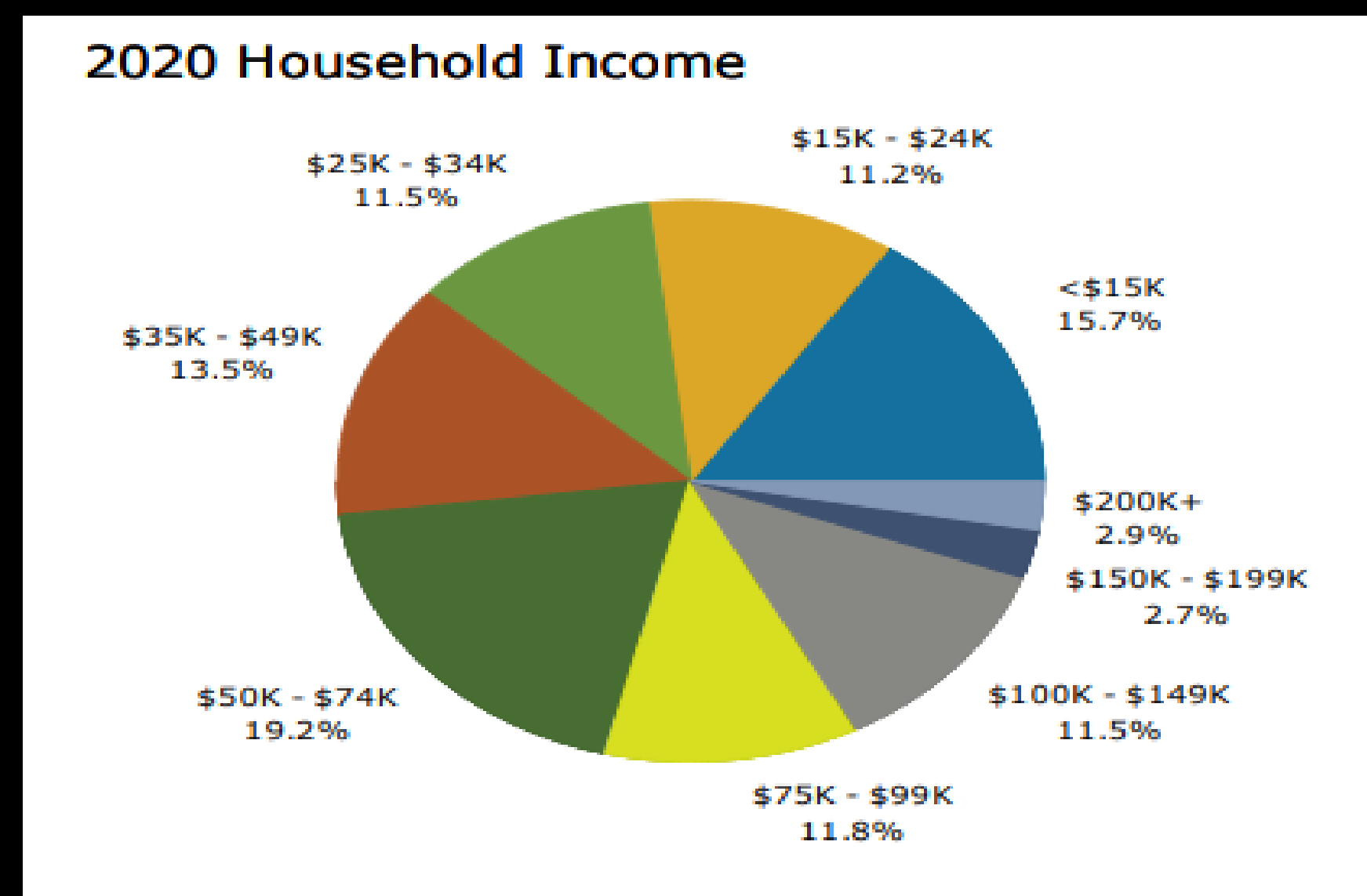
Prediction:

Lucas County, Ohio will not be able to support the fastfood/Full-service 'Pollo Tropical' due to its lower population and high volume of competition than Southern Areas with Pollo Tropical franchises.

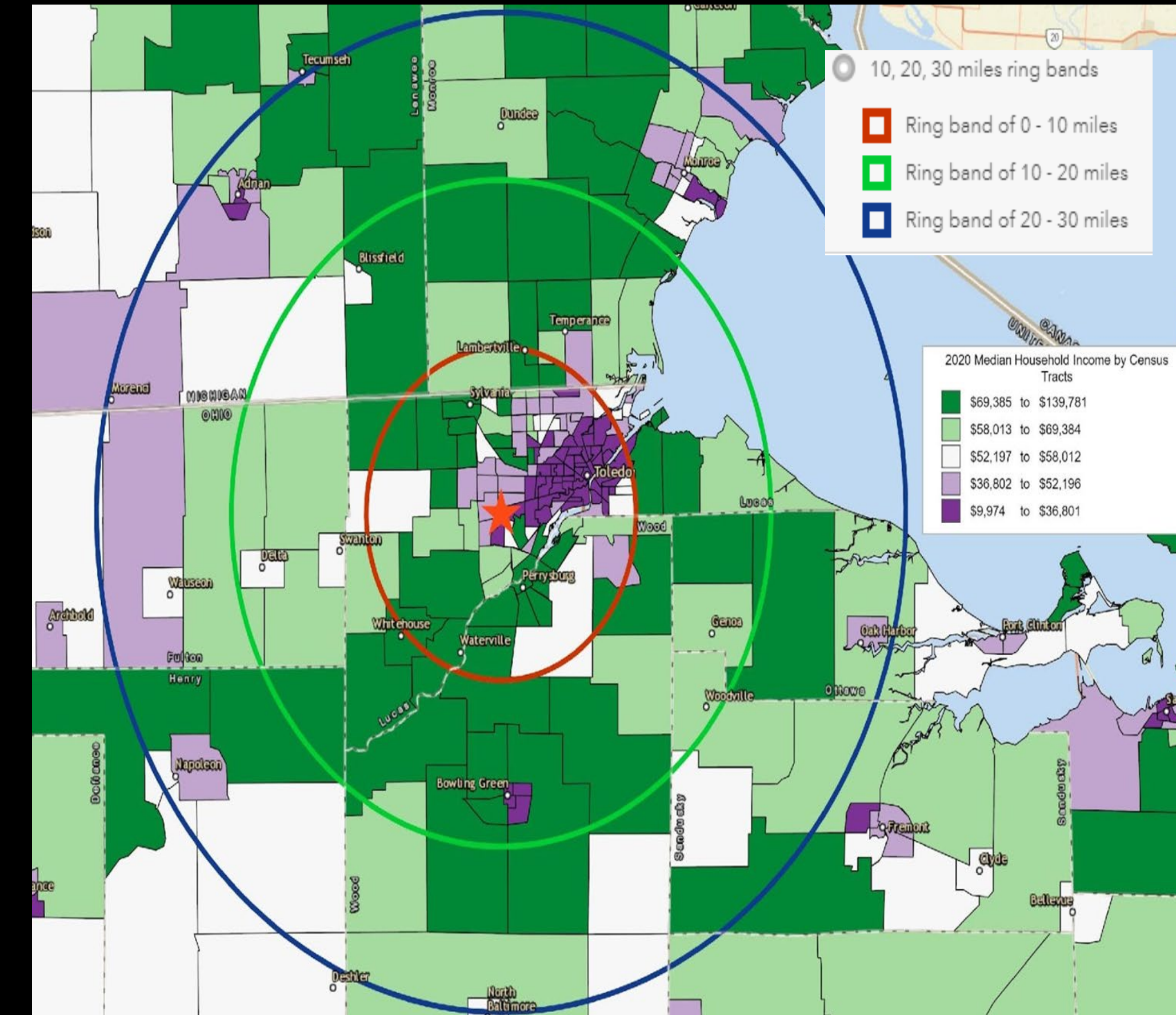
3) Customer Analysis:



- Key Demographic facts within 30 miles of potential location



- household income within 10, 20, 30 minutes



2020 Dining Out (Consumer Spending)	
2020 Food Away from Home - Meals at Restaurants/Other	\$982,737,131
2020 Food Away from Home - Lunch at Fast Food/Take-Out/Delivery	\$162,687,131
2020 Food Away from Home - Dinner at Fast Food/Take-Out/Delivery	\$171,325,943
2020 Restaurants (Market Potential)	
2020 Spent at fast food restaurant in last 30 days: \$1-\$10	29,239
2020 Spent at fast food restaurant in last 30 days: \$11-\$20	65,596
2020 Spent at fast food restaurant in last 30 days: \$21-\$40	111,570
2020 Spent at fast food restaurant in last 30 days: \$41-\$50	57,484
2020 Spent at fast food restaurant in last 30 days: \$51-\$100	114,682
2020 Spent at fast food restaurant in last 30 days: \$101-\$200	56,401
2020 Spent at fast food restaurant in last 30 days: \$201+	19,694
2020 Went to fast food or drive-in restaurant in last 6 months	594,232
2020 Went to fast food or drive-in restaurant 9+ times in last month	263,355
2020 Went to Fast food restaurant in last 6 months to take-out or walk-in	138,606
2020 Went to Fast food restaurant in last 6 months to take-out or drive-thru	318,642
2020 Went to Fast food restaurant in last 6 months for home delivery	57,463

- Consumer Spending and Market potential for fast food/dine-in restaurants - 30 mile radius



4) Conclusion/ Site Selection:

- Based on the research we conducted, given the area and location this business would most likely fail due to high competition in the surrounding area
- Also most people in this area prefer to spend their money on fast food instead of dining in and eating
- Franchise most known for having Latin and Central American food so it would be a new taste coming to this area
- Customer analysis : has shown that customers within 10,20,30 miles radius choose fast food more often than full-service restaurants

