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Creating a New Amazon Warehouse/Distribution Center Near Miami, Florida: A Site-Suitability Analysis

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Sustainability Analysis of Amazon Warehouse in Miami, FL

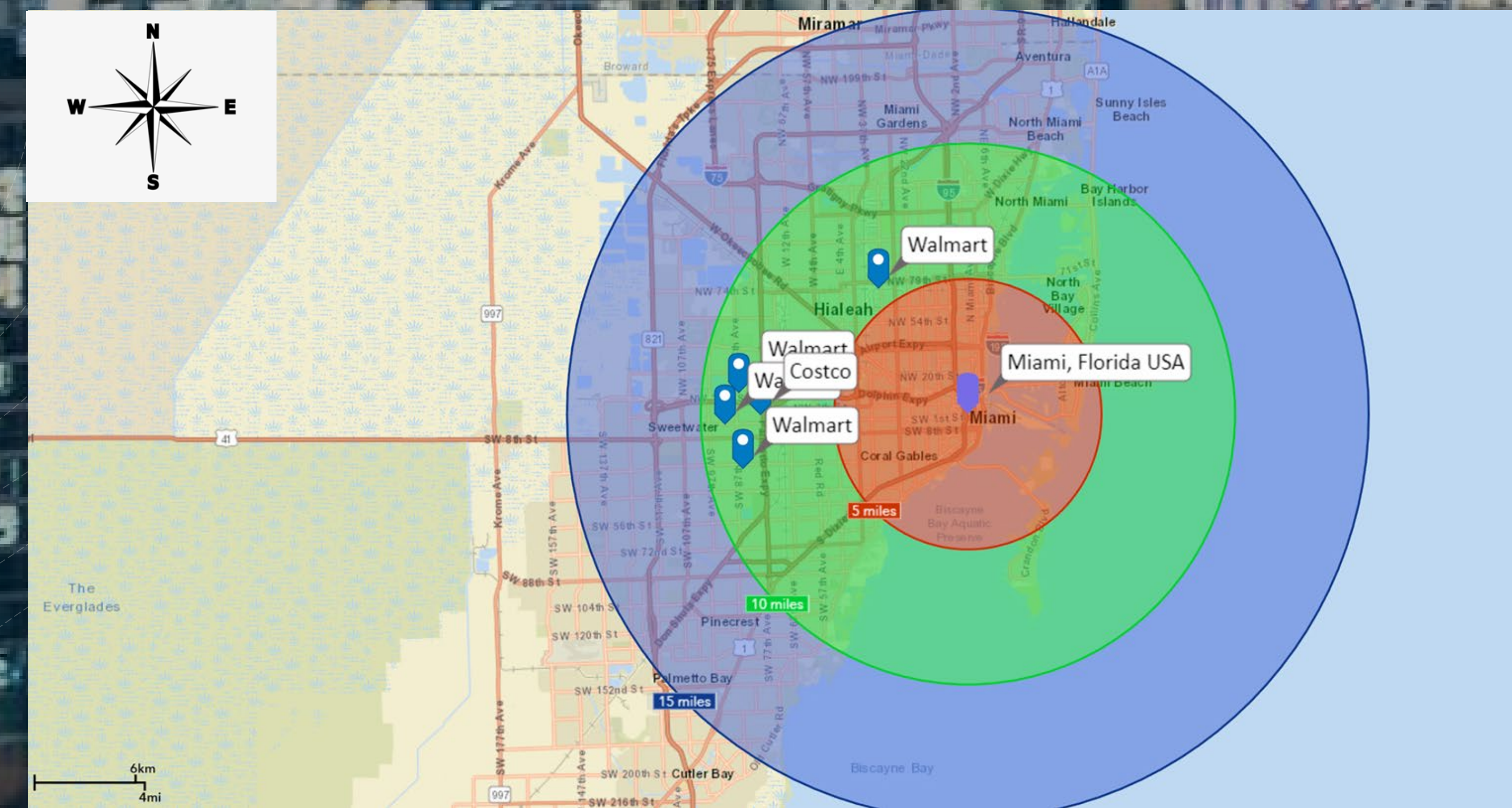
Cameron Veto and Daniel Unruh
MRKT 3541-01
GeoAnalytics Spring 2021



Source: Business Analyst Online
2020 and World Population Review

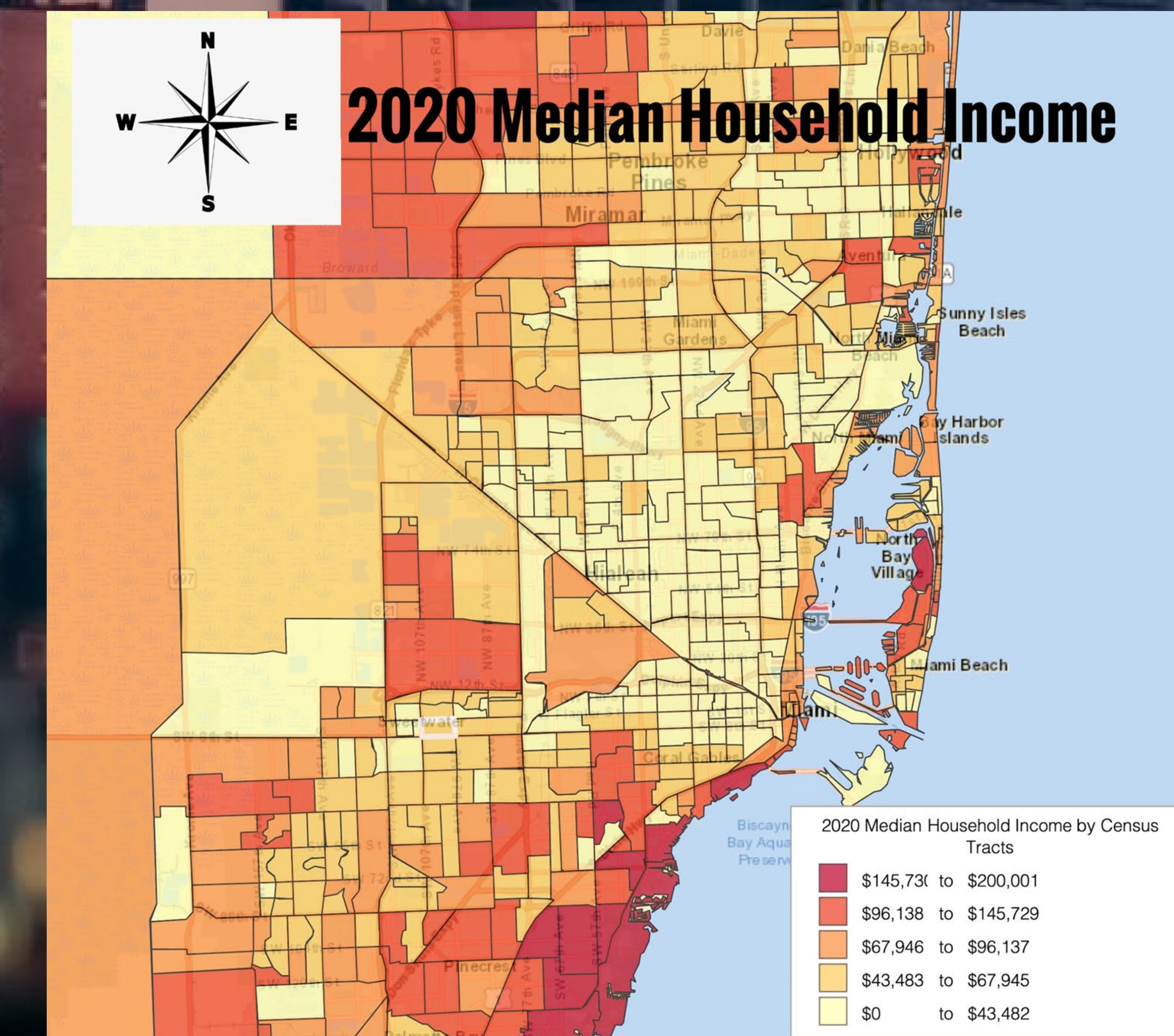
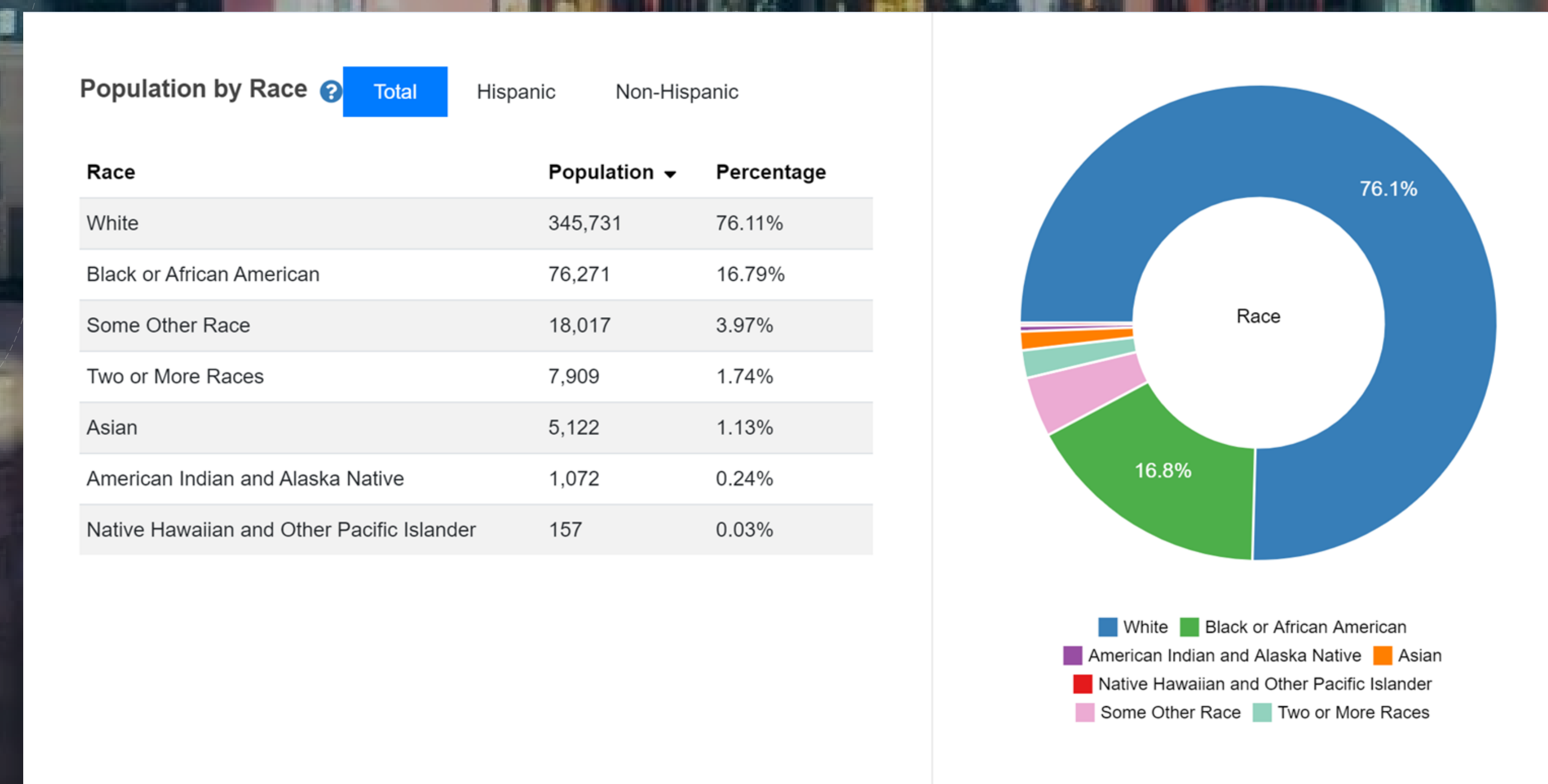
1) Industry Analysis

- Amazon Warehouse would be classed as a physical store
- Their competitors would be Walmart, Target, Best Buy, Costco
- Amazon Warehouses are scattered throughout the world like Asia, Canada, South America, and Europe
- Best Buy has 5 locations in Miami, Costco has 4 locations in Miami, Walmart has 13 locations in Miami, and Target has 8 locations in Miami



2) Location Overview

- Population of Miami, FL: 470,911
- Median Age: 40.5
- Median Household Income: \$41,818
- Median Property Value: \$350,400



3) Customer Analysis

- Nearly 70% of consumers surrounding Miami have ordered from Amazon
- At least 16% percent of consumers in surrounding areas have \$25,000-\$34,999 of disposable income
- Out of all the consumers in and around Miami, 16% of them own an Amazon Firestick

145 Census Tracts match your criteria.

Consensus Tracts of Surrounding Areas

Census Tract	2020 Ordered from web...	2020 HH owns internet d...	2020 Disposable Income...	2020 Prefer shopping on...
120860006.05	29%	12.68%	11.14%	17.69%
120860006.08	25.73%	13.33%	11.14%	18.45%
120860007.08	29.49%	12.66%	11.16%	17.84%
120860007.09	24.12%	12.86%	11.97%	16.21%
120860007.10	24.14%	12.84%	15.24%	16.22%
120860007.11	24.14%	12.83%	14.6%	16.22%
120860007.12	24.11%	12.82%	14.49%	16.23%
120860008.04	24.14%	12.84%	12.98%	16.21%
120860008.05	24.13%	12.86%	13.52%	16.21%
120860008.06	24.12%	12.83%	14.87%	16.2%
120860008.07	24.13%	12.82%	12.2%	16.21%

4) Site Selection

- Consumers in and around Miami have the financial capability of supporting an Amazon warehouse
- Miami's surrounding areas order from Amazon frequently enough for a warehouse to be sustainable
- Miami, Florida has legitimate potential to be a successful location for an Amazon warehouse



Conclusion: After extensive research we have come to the decision that Miami, FL would be a good location to sustain an Amazon Warehouse.