**ASSIGNMENT 2: NEW LOCATION ANALYSIS**

**OVERVIEW**

Retailers seeking to open new locations must consider many factors, as discussed in Chapters 7 and 8.

Caked On! is a small chain of retail bakeries seeking to expand. The retailer’s target market includes Millennials and Gen Z-ers seeking upscale bakery products, which include a variety of cookies, cakes (individual and large), muffins, pies, etc. along with similar, complementary products (i.e., coffees, teas, breads). Caked On! uses unique recipes and product aesthetics to set themselves apart from competitors, with prices that are slightly above average in the marketplace. Caked On!’s current locations average around 7,500 square feet.

Caked On! wants to open three new stores next year somewhere in the greater Los Angeles and San Bernardino areas and needs assistance with research and recommendations.

**ASSIGNMENT**

This assignment will require three main components:

1. **Selection of three cities.** Based on your own knowledge supplemented with online research, select three cities that might be good candidates for expansion for Caked On! List the three cities and defend your reasoning, including populations, demographic/psychographic compositions, competitors in each market, etc.
2. **Research on general locations.**Once you have selected each city, indicate a good location for Caked On! in each city. Discuss the location overall, and describe the type of location (Chapter 7). Consider the competition in each selected area and discuss how Caked On! will be able to perform well in the area given potential competitors.
3. **Store options for specific locations.** Once you have selected the location in each city, utilize online research to identify at least one store option currently available for commercial lease. Describe why the selected store option for each city is ideal as a new store location for Caked On! Remember the importance of location, location, location.

Your assignment will be graded on alignment with listed requirements, thoroughness, clarity, and quality of writing.