

NEXT Intelligence

Specializing in Finding People, Assets & Information



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Strategic Site Selection for a New Starbucks Location in [South Hillsborough County, Florida]

1. Introduction

In an increasingly competitive coffee market, strategic site selection is critical for maximizing foot traffic, customer retention, and revenue. This case study explores the optimal placement for a new Starbucks location by leveraging geolocation intelligence, customer behavior analysis, and competitive market research. By identifying high-demand areas with underserved coffee shop coverage, we provide a data-driven recommendation for Starbucks expansion in the region.

2. Objectives of the Study

- Identify high-potential locations for a new Starbucks based on foot traffic and competitive density.
- Analyze customer movement patterns and loyalty rates from existing Starbucks and Dunkin' Donuts locations.
- Determine gaps in coffee shop coverage to maximize Starbucks' market reach and profitability.
- Provide data-driven insights to support real estate and operational decision-making.

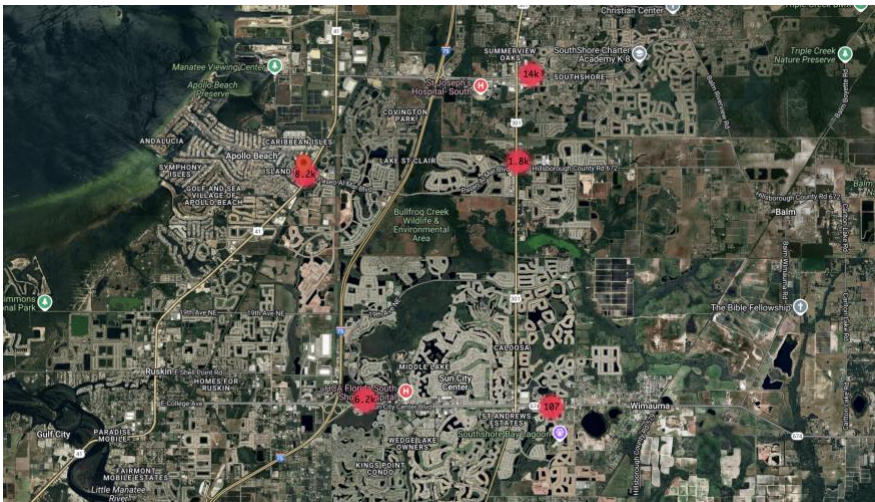
3. Methodology

We utilized our proprietary geolocation intelligence platform, analyzing billions of anonymized device signals to track foot traffic patterns over a set timeframe. Our study incorporated data from existing Starbucks and Dunkin' Donuts locations, Google Maps listings of competing coffee shops, and regional demographic trends. Customer loyalty metrics and cross-visitation behavior were also factored into our analysis.

4. Key Findings

4.1 Performance of Existing Starbucks Locations

- ****Big Bend Rd, Riverview:**** Highest repeat customer rate (57.2% of 3,679 visitors).
- ****Apollo Beach:**** Moderate visit count (3,120) but low repeat customers (8.0%), indicating a potential issue with retention.
- ****US-301, Riverview:**** Lower visit count (565) and moderate repeat customers (17.2%).

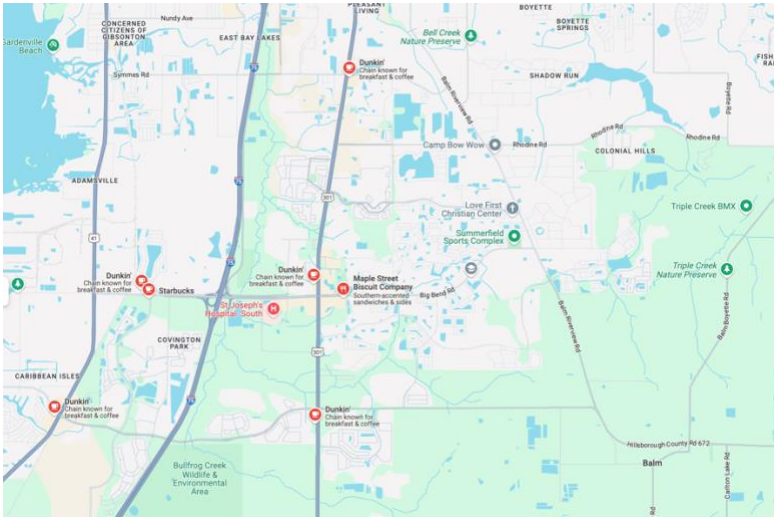


4.2 Competitive Market Insights

Using Google Maps data, we analyzed the distribution of competing coffee shops, including local and national chains. Key insights from the competitive landscape include:

- ****High coffee shop density in central Riverview and Apollo Beach****, making new entries more challenging.
- ****Underserved areas south of Riverview and towards Wimauma/Ruskin****, presenting opportunities for expansion.
- ****Emerging residential developments in southeastern Riverview (Summerfield/Balm areas)****, indicating growing demand.

I have compiled a more comprehensive list of coffee shops in the **Ruskin, Apollo Beach, Sun City Center, and Wimauma** areas:



Sun City Center:

- **Peet's Coffee & Tea**

4854 Sun City Center Blvd, Sun City Center, FL 33573

- **Sun City Cafe Inc**

1617 Sun City Center Plaza, Sun City Center, FL 33573

- **Sunshine Cafe**

3808 Sun City Center Blvd, Sun City Center, FL 33573

- **Starbucks**

3840 Sun City Center Blvd, Sun City Center, FL 33573

- **Cafe di Luna**

Located in the Atrium, Sun City Center, FL

Apollo Beach:

- **The Daily Grind Coffee Shop**

270 Apollo Beach Blvd, Apollo Beach, FL 33572

- **Starbucks**

6184 N U.S. Hwy 41, Apollo Beach, FL 33572

- **The Healthy Spot**

118 Flamingo Dr, Apollo Beach, FL 33572

Ruskin:

- **Dunkin'**

717 Cypress Village Blvd, Ruskin, FL 33573

Wimauma:

- **Dunkin'**

5113 FL-674 Suite 118, Wimauma, FL 33598

4.3 Recommended Location for Expansion

Based on geolocation intelligence and competitive analysis, we recommend placing a new Starbucks at one of the following locations:

1. ****Wimauma / Ruskin Corridor (FL-674 & US-301 intersection)**** – This area has strong commuter traffic, increasing residential growth, and limited coffee shop options.
2. ****Southeastern Riverview (Summerfield Crossings & US-301 area)**** – After reevaluating the original recommendation, we identified a better location closer to major commuter traffic while still being in a residential growth area.

****Why this location?****

✓ Near US-301, a major commuter route.

✓ Proximity to shopping centers (Publix, retail stores) = High foot traffic.

✓ Close to residential growth areas but still on a major roadway.

5. Business Impact & Competitive Advantages

- ****Capturing Untapped Market Share:**** Placing a Starbucks in an underserved area ensures a first-mover advantage in a growing market.
- ****High Commuter Foot Traffic:**** FL-674 and US-301 are heavily trafficked routes, offering strong visibility and accessibility.
- ****Targeting High-Retention Customers:**** The proposed locations allow Starbucks to attract new loyal customers who currently lack premium coffee options.
- ****Optimizing Real Estate Decisions:**** Data-driven site selection minimizes risk and maximizes long-term store performance.

6. Why Choose Next 72 Intelligence?

Unlike traditional real estate site selection, Next 72 Intelligence LLC leverages advanced geolocation analytics, historical tracking, and customer behavior modeling. Our proprietary intelligence tools provide actionable insights for optimizing retail expansion strategies.

7. Conclusion

Through advanced geolocation intelligence, we identified optimal locations for Starbucks expansion in the region. By targeting high-growth, underserved areas, Starbucks can capitalize on new customer bases while minimizing competitive pressure. Our insights provide a strategic roadmap for real estate decision-making and market entry success.