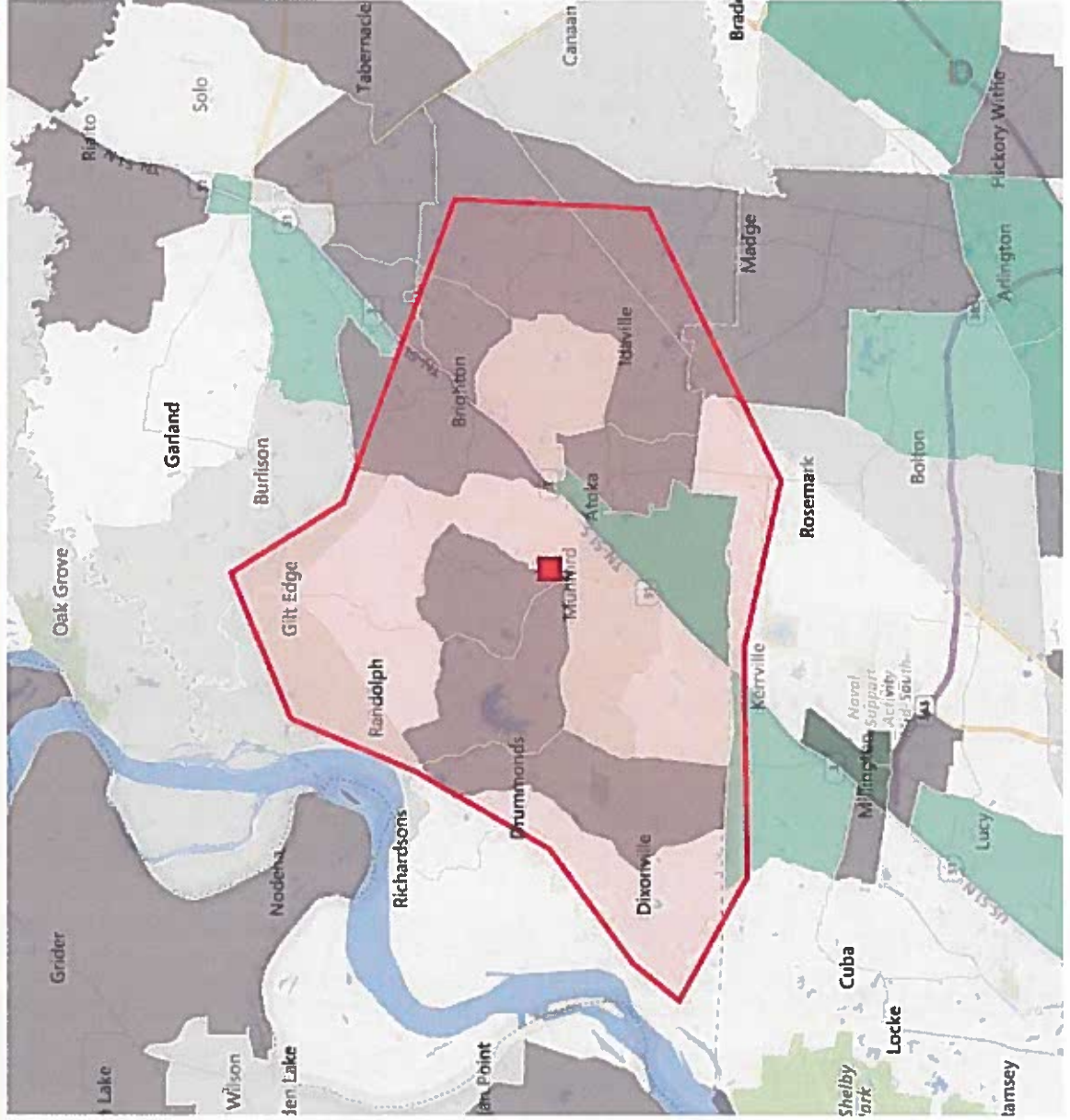


# Discover: Total Market Supply



Total Market Supply  
\$ 141,631,005

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

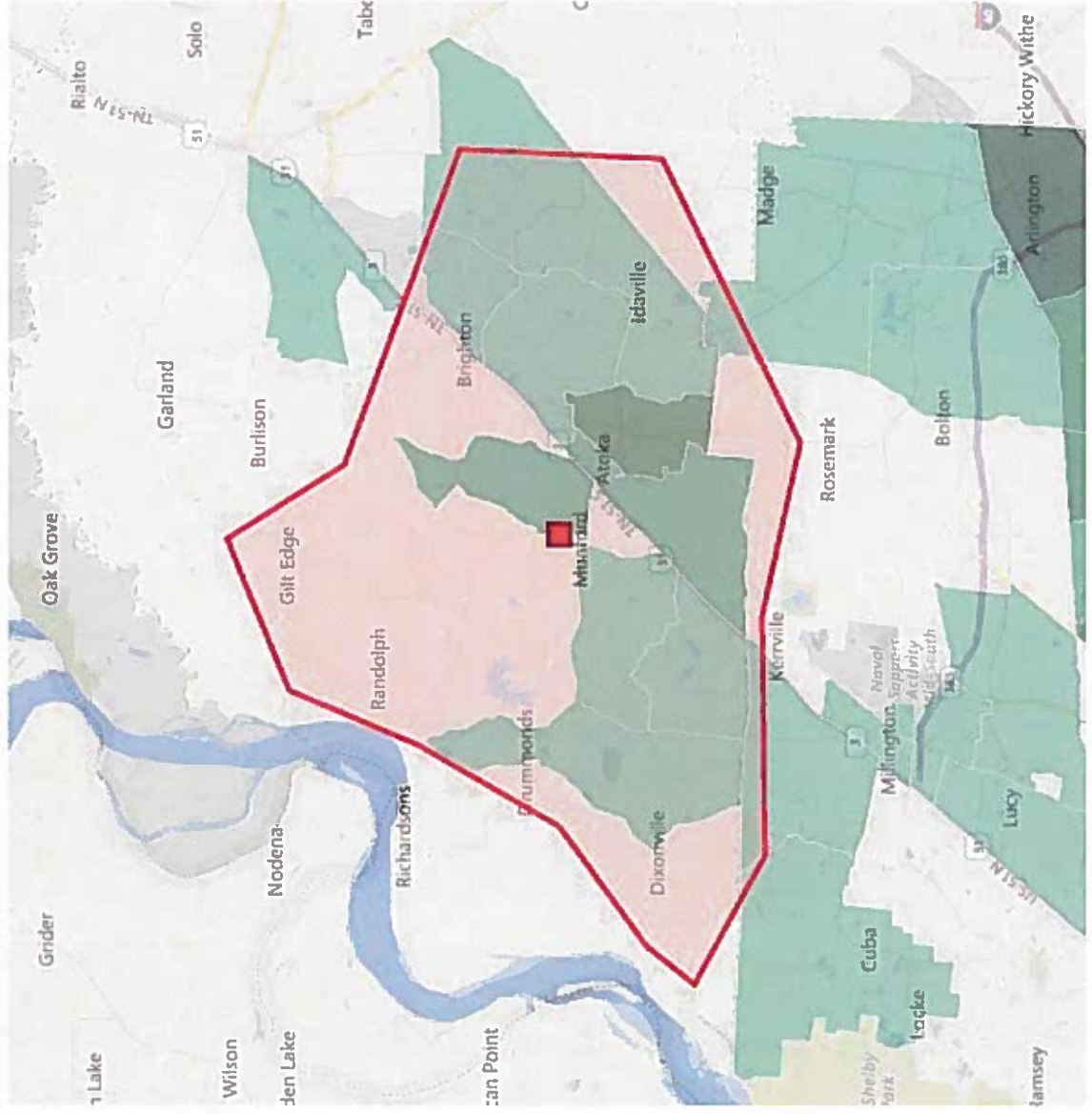


# Discover: Total Market Demand

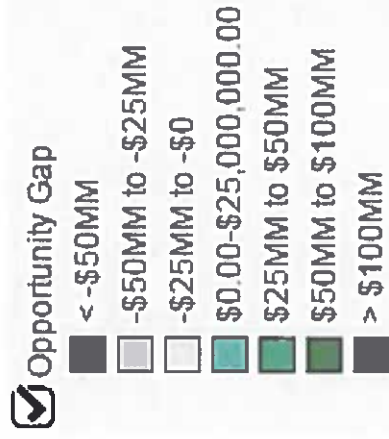


Total Market Demand  
\$ 587,778,871

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

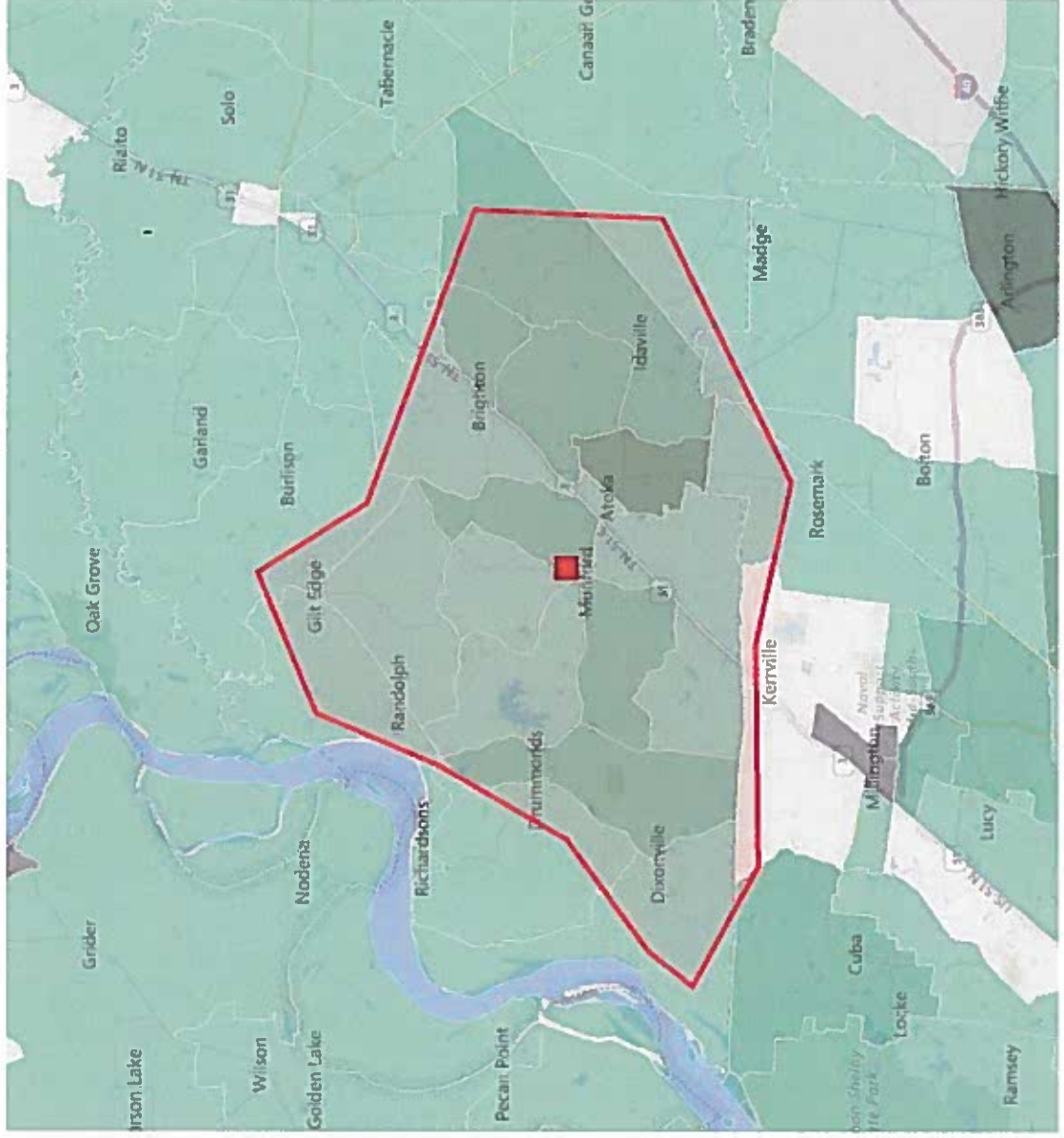


# Discover: Opportunity Gap



Total Market Leakage  
\$ 446,147,866

This means more people purchase items outside of the defined Munford trade area than in the Munford defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



# Discover: Consumer Demand & Supply



Customized Retail Category GAP Analysis

