



Retail Site Assessment

Community ID

The city's retail potential was analyzed based on:

- a primary drive-time trade area
- customers segmented according to buying habits and lifestyles
- profile of Sachse's customers
- surplus and leakage for major and minor store types in the trade area

The purpose of these analyses is to develop Sachse's customer profile to determine the potential demand for a retailer's goods and services.

Gap Analysis

- How well are retail needs of local residents met?
- Uncovers demands not met
- Understand strengths and weaknesses of retail sector
- Difference between actual and potential retail sales

The study revealed a huge amount of retail leakage indicating that Sachse residents spend in excess of one billion dollars in other communities.

The analysis conducted by Buxton is included in three parts:

[Part 1](#) [Part 2](#) [Part 3](#)

Trade Area Map of Sachse

[View a trade area map](#) of Sachse including the 12-minute drive time area of trade.