SITE SCOUTS

Grocery Market Feasibility

7200 W US-290, Austin, TX 78736

US-290 & Circle Dr

Prepared by Site Scouts
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1. Executive Summary

This site draws on a trade area of 8,200 households at a median income of $82,000, against 3 competitor(s) within 1.5 mi (nearest 0.80 mi). It captures an estimated 32% of trade-area grocery demand.

$7,560,000	$579,600	$1080.0	87	$231,840
GROCERY SALES / YR	YR-1 SALES / MO	SALES / SF / YR	MARKET STRENGTH	YR-1 GP / MO

Benchmark-grade estimate. Modeled from trade-area grocery demand and industry benchmarks — not yet validated against real grocery sales.

2. Basis of Analysis

The projection reflects the trade area's grocery demand, this market's competitive standing vs nearby grocery + supermarket competitors, local income, and facility quality; fresh-meat / deli programs raise the destination pull.

Proposed market — requester-specified

Selling floor (sq ft)	7000
Chain / operator	Independent
Fresh meat	Yes
Produce	Yes
Seafood	Yes
Deli / taqueria	Yes
Prepared foods	Yes
Bakery	Yes
Pharmacy	No
Beer cave	Yes
Ethnic focus	Hispanic

Market Strength Score — 87 / 100

A 0–100 index of destination pull (size, fresh departments, deli, refrigeration, checkout). A higher score means the market captures more of local demand.

Operator margin — requester-selected

Blended gross margin	40% of sales

3. Market & Site

Trade Area — 1.0 mi

Population	20,500
Households	8,200
Median HH Income	$82,000
Pop Density / sq mi	2,450

Competition

Grocery / supermarkets < 1.5 mi	3
Nearest	0.8 mi
Est. capture share	32%

Capture is this site's modeled share of trade-area demand vs the competitors above.

4. Sales & Profit Projections (3-Year, Monthly Average)

Low (conservative) scenario

Metric	Year 1	Year 2	Year 3
Grocery sales ($/mo)	$521,640	$567,000	$575,505
Gross profit ($/mo)	**$208,656**	**$226,800**	**$230,202**

Mid (expected) scenario

Metric	Year 1	Year 2	Year 3
Grocery sales ($/mo)	$579,600	$630,000	$639,450
Gross profit ($/mo)	**$231,840**	**$252,000**	**$255,780**

High (upside) scenario

Metric	Year 1	Year 2	Year 3
Grocery sales ($/mo)	$637,560	$693,000	$703,395
Gross profit ($/mo)	**$255,024**	**$277,200**	**$281,358**

GROCERY SALES RAMP — MONTHLY AVERAGE (MID)



Low and High bracket the Mid for market and ramp-up uncertainty.

Category split. Convenience-grocery $541,800/mo + fast-food kitchen ~14.0% of sales — the kitchen grows with the deli/taqueria program.

Notes. Estimated sales exceeded $90/sf/mo (~$1080/sf/yr) and were held at the best-in-class grocery ceiling.

5. Unit Economics

$1080.0	$90.0	32%	14.0%
SALES / SF / YR	SALES / SF / MO	CAPTURE SHARE	FOODSERVICE %

Sales / sf is the headline efficiency metric for the grocery format.

6. Trade-Area Demographics

Ring	Population	Households	Median HH income	Daytime employees	Density / sq mi
0.5 mi	5,125	2,050	$82,000	1,700	2,450
0.75 mi	11,480	4,592	$82,000	3,808	2,450
1.0 mi	20,500	8,200	$82,000	6,800	2,450
1.25 mi	31,980	12,792	$82,000	10,608	2,450

U.S. Census American Community Survey (block-group level) and LEHD workplace data, aggregated to rings around the site.

7. Traffic Counts

Road	Vehicles / day	Source	Year
US-290	24,500	state dot	2025
Circle Dr	3,500	state dot	2025

8. Competition Detail (3)

Name	Brand	Dist (mi)	Type	Impact
H-E-B	H-E-B	1.05	grocery	95
Aldi	Aldi	1.30	grocery	84
Corner Market	—	0.80	grocery	66

Nearby grocery / supermarkets profiled by brand tier and measured distance.

9. Planned & Under-Construction Competition

No new competing projects found in local building permits near the site.

10. Certification, Assumptions & Limiting Conditions

Certification of independence

Site Scouts certifies that, to the best of its knowledge:

1. Site Scouts has no present or prospective financial interest in the subject property or the proposed transaction.
2. The fee for this study is fixed and was not contingent on the findings, the projections, or any financing decision.
3. No party to the transaction reviewed, directed, or altered the findings before issuance. The requester supplied only the facility specifications and operating margins, identified as such in this report; any re-issue on revised inputs carries a new verification code.
4. This study was prepared from the data sources and methodology described in this report, as of October 9, 2026.

Certified by Site Scouts October 9, 2026

Sources & method. Produced by Site Scouts from public and third-party data (U.S. Census ACS, BLS Consumer Expenditure spend, Google Places) and from requester-furnished store specifications + operating margin, analyzed with our proprietary site-selection and sales-forecasting model. As of October 9, 2026.

Benchmark-grade — not a validated projection. The grocery level is a modeled potential from trade-area demand and industry benchmarks, not calibrated on real grocery actuals, and not a guarantee of results.

No warranty; limitation of liability. Data is from sources deemed reliable but provided “as is,” without warranty of any kind. The recipient is solely responsible for independently verifying every figure and assumption — and consulting qualified legal, financial, and real-estate professionals — before any decision.

Presented by Site Scouts

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This feasibility analysis was prepared for the exclusive use of the requesting party and is a modeled estimate — not a guarantee of actual business performance. It is provided without representation or warranty of any kind.

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