

SITE SCOUTS

Smoke Shop Feasibility

7200 W US-290, Austin, TX 78736

US-290 & Circle Dr

Prepared by Site Scouts
October 9, 2026 · Report SAMPLESM

Contents

- 1. Executive Summary..... 3
- 2. Basis of Analysis 3
- 3. Market & Site..... 3
- 4. Sales & Profit Projections..... 4
- 5. Unit Economics 5
- 6. Market Supply & Demand 5
- 7. Competition Detail..... 5
- 8. Certification, Assumptions & Limiting Conditions..... 6

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 0.75 mi). It captures an estimated 30% of trade-area traditional tobacco demand.

\$247,858

STABLE SALES / YR

\$19,002

YR-1 SALES / MO

\$247.86

SALES / SF / YR

68

STORE STRENGTH

\$7,601

YR-1 GP / MO

Feasibility estimate — stable base only. Traditional tobacco + accessories, benchmark-grade and not validated on real smoke-shop actuals. The regulation-contingent upside is excluded from every figure (see the risk note below).

2. Basis of Analysis

The projection captures the trade area's STABLE tobacco + accessories demand at the store's competitive standing — the base that's legal in every compliant state.

Proposed store — requester-specified	
Sales floor (sq ft)	1000
Chain / operator	Independent
Product breadth	Excellent
Vape wall	Yes
Hookah lounge	No
Cigar humidor	Yes
CBD / hemp	Yes
Stand-alone	Yes

Store Strength Score — 68 / 100

A 0–100 index of the shop's stable-base destination pull (size, product breadth, hours, visibility).

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

Smoke / tobacco shops < 1.5 mi	3
Nearest	0.75 mi
Est. capture share	30%

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

4. Stable-Base Projections (3-Year, Monthly Average)

Low (conservative) scenario

Metric	Year 1	Year 2	Year 3
Stable-base sales (\$/mo)	\$17,102	\$18,589	\$18,868
Gross profit (\$/mo)	\$6,841	\$7,436	\$7,547

Mid (expected) scenario

Metric	Year 1	Year 2	Year 3
Stable-base sales (\$/mo)	\$19,002	\$20,655	\$20,965
Gross profit (\$/mo)	\$7,601	\$8,262	\$8,386

High (upside) scenario

Metric	Year 1	Year 2	Year 3
Stable-base sales (\$/mo)	\$20,903	\$22,720	\$23,061
Gross profit (\$/mo)	\$8,361	\$9,088	\$9,224

STABLE-BASE SALES RAMP — MONTHLY AVERAGE (MID)



Stable base only. The excluded, regulation-contingent categories are where a smoke shop's real upside lives — see the risk note.

Feasibility & regulatory risk. The number above is the STABLE BASE only (traditional tobacco + accessories). The high-margin upside is deliberately EXCLUDED because its legality shifts:

- Hemp-THC (Delta-8/10, THCP), flavored vape, and kratom are EXCLUDED — their legality shifts and they can be banned; they are the real upside but cannot be a bankable number.
- Texas: intoxicating hemp-THC (Delta-8/10, THCP) is Schedule I effective 2026-07-31 (DSHS rule; federal litigation pending as of Aug 2026, verified 2026-08-24) — verify current local law before relying on any hemp-THC upside.

5. Unit Economics

\$247.86

SALES / SF / YR

\$20.65

SALES / SF / MO

30%

CAPTURE SHARE

Tobacco retail typically clears \$100-\$350/sf/yr on the stable base.

6. Market Supply & Demand

Whether the 1.5-mi trade area is under- or over-stored: modeled demand vs the count of competing smoke shops. Directional (benchmark-grade).

\$2,460,000

STABLE TOBACCO
DEMAND / YR

4

SMOKE SHOPS (INCL.
SUBJECT)

5,125

PEOPLE / SMOKE SHOP

Saturated

MARKET BALANCE

7. Competition Detail (3)

Name	Brand	Dist (mi)	Type	Impact
Smoke City	—	0.75	smoke shop	60
Vapor Haven	—	1.20	smoke shop	60
Tobacco Plus	—	1.40	smoke shop	60

Nearby smoke / tobacco shops profiled by brand tier and measured distance.

8. 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.

Feasibility, not a projection. Only the stable tobacco + accessories base is modeled; hemp-THC, flavored vape, and kratom are excluded because their legality shifts and they can be banned. **Confirm current state/local law and licensing before relying on anything.**

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

hello@sitescouts.app · sitescouts.app

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.

Report reference SAMPLESM · October 9, 2026