

## Market Analysis

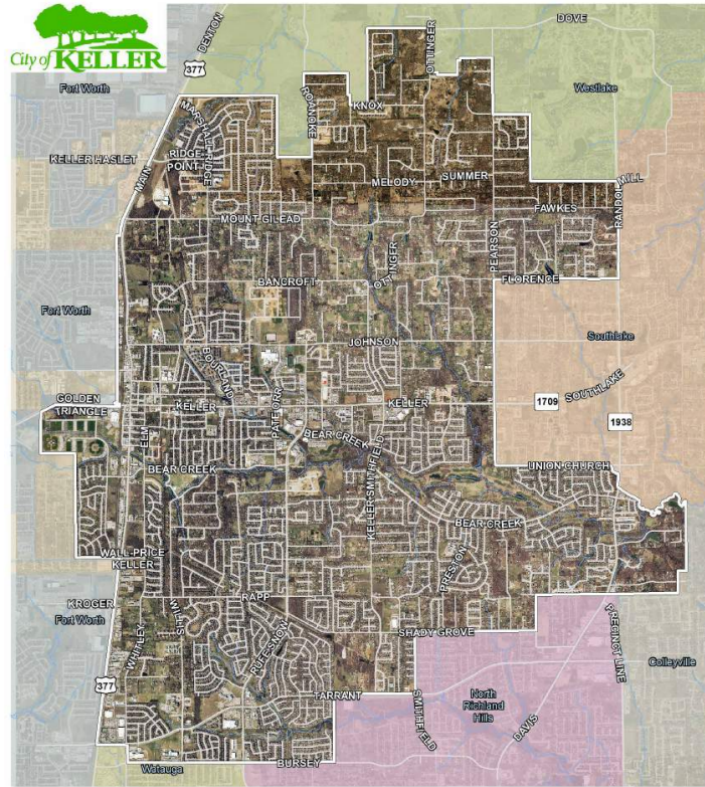
### I. INTRODUCTION

AT FRESH INDIAN GROCERY & EATERY, OUR PASSION IS TO CELEBRATE CULTURE AND HERITAGE THROUGH GREAT FOOD WITH DELICACIES THAT TANTALIZE YOUR TASTE BUDS.

Fresh Indian Grocery & Eatery is a modern and urban Indian food eatery and your neighborhood market combined in one fabulous place! It is all about bringing fresh groceries and delicious Indian food one step closer to home. We are planning to bring high quality and authentic, mouth-watering Indian dishes to the local community.

Our mission is to bring the best ingredients from around the world, right to your doorstep. With a wide variety of authentic regional grocery and spice products, we strive to reconnect people with the familiar flavors of India. We are very excited to be coming to the City of Keller. The location we have selected is the perfect fit for our concept as there is no other similar business of this size within 20 miles radius.

## II. TRADE AREA DEMOGRAPHICS



Keller is a city in Tarrant County Texas and lies approximately fifteen miles north of Fort Worth on U.S. Highway 377. Keller is a mostly residential community but has seen rapid growth in the last 10 years for retail development due to its growing population. A large catalyst for the growth in Keller is due to the nearby presence of large corporations such as Fidelity, Deloitte, Schwab, and Alliance expanding their footprint in North Texas by developing more office space in the Keller area and increasing hiring since mid-2021. Fidelity alone started 2021 with 6,000 employees and pushed to bring that number up to 8,000 by the end of the year at their Westlake campus. Deloitte also announced in August of 2022 they are planning a \$100 million expansion to their Westlake campus, known as “Deloitte University. With the large influx of high earning jobs, the City of Keller has understandably built a robust public and private education environment for families moving to the area. The City of Keller is one of the highest rated school districts in Texas, ranking 3rd in Tarrant County and has a consensus “A” grading through multiple rating agencies. The graduation rate is 98% for Keller Highschool, among the highest percentages throughout Texas. These factors facilitate a robust environment for growth and wealth creation, but another part of the expansion is due to Keller being a part of the DallasFort Worth Metro. The DFW Metro has become the 4th largest metropolitan area in the nation. According to data from the US Census Bureau, the DFW metroplex gains another person every four minutes. The local economy has added jobs at one of the fastest rates in the nation, averaging more than 100,000 per year since 2012, outpacing the national economy and resetting the bar for market performance. All of these characteristics have made Keller and its surrounding cities a hub for the Indian community who require daily traditional groceries and quick service food for their daily needs. In addition to this, Indian food has become a sought-after cuisine among all Americans in the US. These factors suggest that the intended use for this property in Keller is ideal and serves an important need for Indian grocery & eatery to all people located in one of the fastest growing submarkets in DFW and the entire United States.

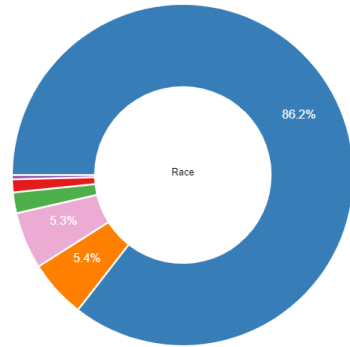
Keller Population by Race Show Source

Population by Race

Total Hispanic Non-Hispanic

CSV JSON

Race	Population	Percentage
White	40,413	86.20%
Asian	2,520	5.37%
Two or More Races	2,472	5.27%
Black or African American	859	1.83%
Some Other Race	504	1.07%
American Indian and Alaska Native	117	0.25%



White Black or African American American Indian and Alaska Native Asian Some Other Race Two or More Races

Name	Median	Mean
Households	\$149,342	\$186,386
Families	\$166,167	\$204,451
Married Families	\$177,606	-
Non Families	\$72,679	\$109,705

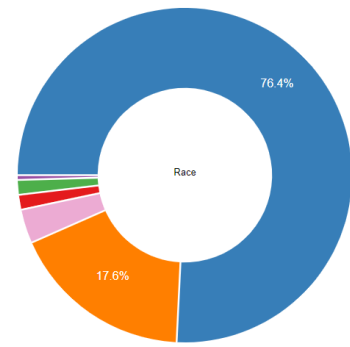
Southlake Population by Race Show Source

Population by Race

Total Hispanic Non-Hispanic

CSV JSON

Race	Population	Percentage
White	24,195	76.36%
Asian	5,583	17.62%
Two or More Races	999	3.15%
Some Other Race	411	1.30%
Black or African American	403	1.27%
American Indian and Alaska Native	93	0.29%



White Black or African American American Indian and Alaska Native Asian Some Other Race Two or More Races

Name	Median	Mean
Households	\$223,621	\$293,397
Families	\$235,227	\$304,377
Married Families	\$247,003	-
Non Families	-	\$183,389

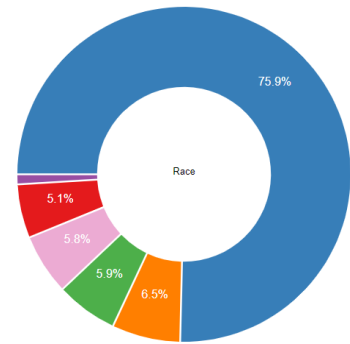
Grapevine Population by Race Show Source

Population by Race

Total Hispanic Non-Hispanic

CSV JSON

Race	Population	Percentage
White	41,119	75.93%
Asian	3,538	6.53%
Black or African American	3,186	5.88%
Two or More Races	3,125	5.77%
Some Other Race	2,742	5.06%
American Indian and Alaska Native	441	0.81%



White Black or African American American Indian and Alaska Native Asian Some Other Race Two or More Races

Name	Median	Mean
Households	\$94,363	\$119,555
Families	\$119,357	\$141,884
Married Families	\$130,659	-
Non Families	\$62,177	\$77,152

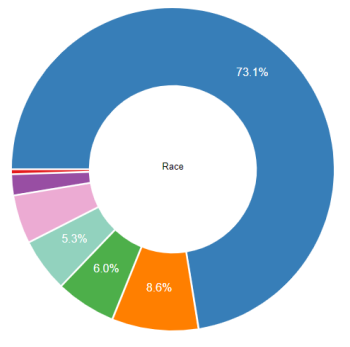
Watauga Population by Race Show Source

Population by Race

Total Hispanic Non-Hispanic

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Race	Population	Percentage
White	17,900	73.10%
Asian	2,106	8.60%
Black or African American	1,459	5.96%
Two or More Races	1,292	5.28%
Some Other Race	1,166	4.76%
American Indian and Alaska Native	484	1.98%
Native Hawaiian and Other Pacific Islander	80	0.33%



White Black or African American American Indian and Alaska Native Asian Native Hawaiian and Other Pacific Islander Some Other Race Two or More Races

Name	Median	Mean
Households	\$75,648	\$81,299
Families	\$75,952	\$84,080
Married Families	\$82,188	-
Non Families	\$54,693	\$61,544

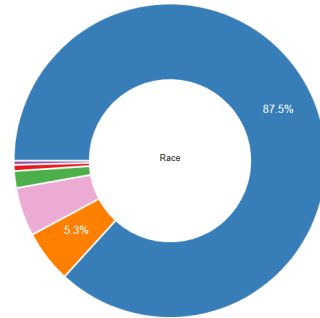
Colleyville Population by Race

Show Source

Population by Race

Total Hispanic Non-Hispanic

Race	Population	Percentage
White	23,413	87.47%
Asian	1,417	5.29%
Two or More Races	1,309	4.89%
Black or African American	429	1.60%
Some Other Race	127	0.47%
American Indian and Alaska Native	71	0.27%



White Black or African American American Indian and Alaska Native Asian Some Other Race Two or More Races

Name	Median	Mean
Households	\$171,485	\$221,845
Families	\$181,856	\$232,460
Married Families	\$193,418	-
Non Families	\$86,563	\$145,757

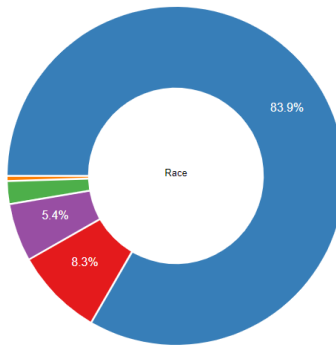
Trophy Club Population by Race

Show Source

Population by Race

Total Hispanic Non-Hispanic

Race	Population	Percentage
White	9,984	83.87%
Two or More Races	992	8.33%
Asian	645	5.42%
Black or African American	244	2.05%
Some Other Race	39	0.33%



White Black or African American Asian Some Other Race Two or More Races

Name	Median	Mean
Households	\$155,635	\$186,961
Families	\$164,438	\$197,257
Married Families	\$176,875	-
Non Families	\$98,125	\$115,695

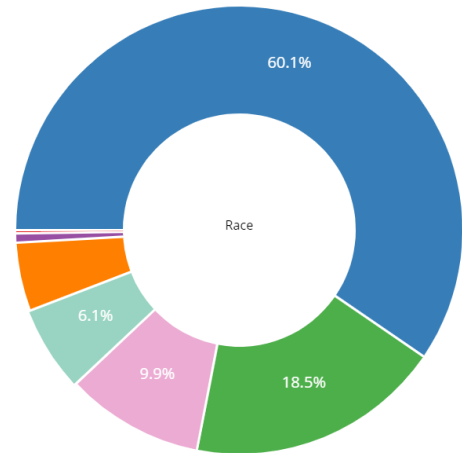
Fort Worth Population by Race

Show Source

Population by Race

Total Hispanic Non-Hispanic

Race	Population	Percentage
White	535,854	60.06%
Black or African American	165,406	18.54%
Some Other Race	88,464	9.92%
Two or More Races	54,143	6.07%
Asian	43,134	4.83%
American Indian and Alaska Native	4,562	0.51%
Native Hawaiian and Other Pacific Islander	658	0.07%



White Black or African American American Indian and Alaska Native Asian Native Hawaiian and Other Pacific Islander Some Other Race Two or More Races



### III. POPULARITY OF INDIAN CUISINE IN AMERICA

## Indian food fourth most popular in the world, a study of cuisine trade finds

With Italian, Japanese & Chinese food occupying top 3 spots, cuisine emerges as weakest link in Anglo-American cultural hegemony, says study by US economist.

Srijan Shukla 29 August, 2019

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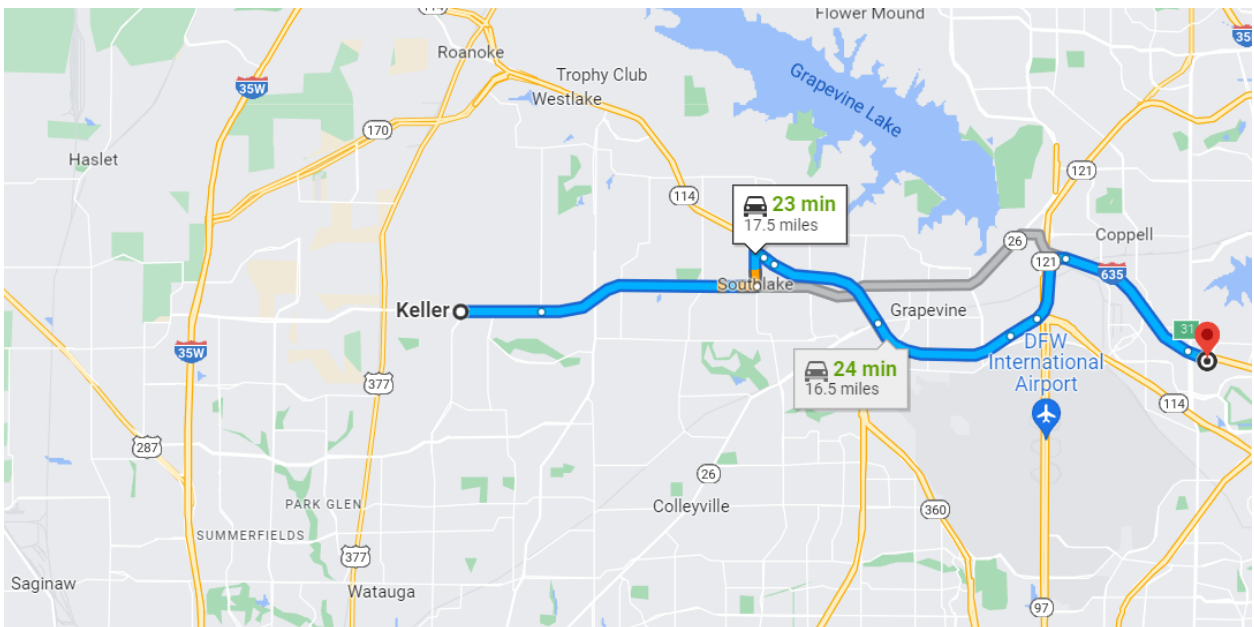
Indian cuisine is very popular in the UK, South Korea, Thailand, Japan, Germany, France and US | Pixabay

**“A September 2009 survey of ethnic food by the market research group Mintel found that one of the fastest growing segments in the US was Indian food, with sales increasing nearly 35 percent from 2006 annually.”**



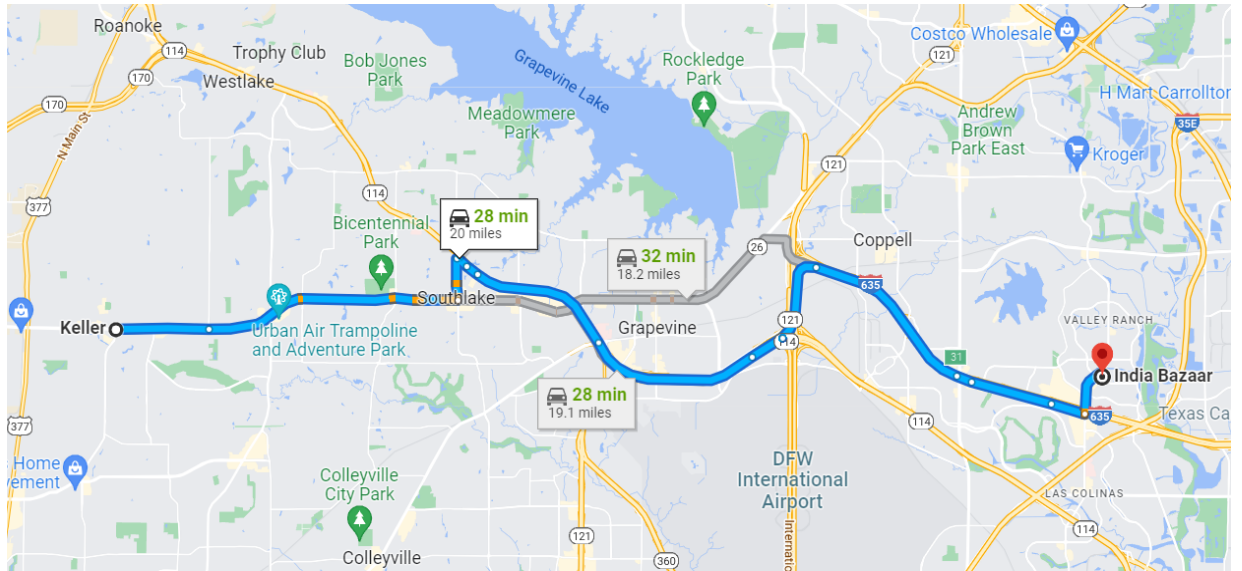
#### IV. NEAREST SIMILAR ALTERNATIVES

1. Hello India Indian Grocery/Eatery (17 miles away from Keller, TX)





2. India Bazaar Grocery/Eatery (18 miles away from Keller, TX)



## V. CONCLUSION

In retrospect of the market analysis conducted, the identified property and Keller, TX location are indicative to be appropriate and sustainable for the intended Indian grocery and eatery use. From the data analyzed, there are approximately more than 20,000 Asian Indians collectively living in the Keller city and surrounding region studied. Majority of these Asian Indians are having to travel more than 15 miles (~2 to 3 hrs total trip time) to access good quality and cost effective Indian Grocery & Food. In addition to this, Indian cuisine has gained immense popularity in the United States with all Americans wanting to experience the exotic and delicious Indian food that we intend to offer. Since 1110 Keller Pkwy location is a central location to cover Keller, Fort worth, Denton, Haslet and Southlake etc, it gives Fresh Indian Grocery & Eatery an opportunity to fulfill an important need and serve our community by bringing fresh groceries and delicious Indian food one step closer to home. Additionally, this business establishment will attract many people into the City of Keller, promoting them to spend money on other business as part of their Indian grocery/restaurant trip, which will be beneficial for neighboring business in the City of Keller as well.