

JAMAICA MARKETING STUDY
RESULTS OF PHYSICAL SURVEY

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THE JAMAICA SHOPPING AREA: A BRIEF OVERVIEW

INTRODUCTION

As part of its study of marketing in the Jamaica Shopping Area, the Office of Community Studies of Queens College conducted a physical survey of all stores in the area of Jamaica Avenue from Sutphin Boulevard to 165th Street. The number and type of stores, as well as certain other physical characteristics, are important parts of the Jamaica Marketing Study.

Surveyors conducted a block by block inventory. Each surveyor had a form to complete for conditions at every store. This included store and sidewalk appearance, condition of storefronts, signs in windows, and type of business. Only commercial and service establishments were included in the survey.

NUMBER OF STORES (See Appendix A)

During the month of November, 1988, researchers mapped four shopping districts in Jamaica, Queens. The areas involved are:

165th Street;

Jamaica Avenue from 165th Street to Parsons

Boulevard;

Jamaica Avenue from Parsons Boulevard to Sutphin

Boulevard; and

The Malls

The fourth district, although technically not separate, was identified by combining the two large indoor malls into a distinct category. The Malls consist of the Coliseum, which is located in the 165th Street Mall, and the Gertz Mall, recently opened between 165th Street and Parsons Boulevard. The Malls were combined into a fourth shopping area because of two parallels: (1) they carry similar merchandise, and (2) both mall areas are located indoors. It is believed that using the four categories is more useful for analytic purposes.

In the 165th Street area (exclusive of the Coliseum) there are a total of 117 businesses.

Jamaica Avenue from 165th Street to Parsons Boulevard, exclusive of the Gertz Mall, contains a total of 94 businesses.

The area from Parsons Boulevard to Sutphin Boulevard contains 76 stores.

127 businesses are located in the two malls. The Coliseum has 86 occupied booths and the Gertz Mall contains 41 stores.

The total in the combined areas is 414 businesses. (See Figure 1)

TYPES OF BUSINESSES (See Appendix A)

The types of businesses indicate a range typical of such areas. The total number of stores identified by type was 390. Chart 1 shows that over a third of these are apparel stores that include clothing, shoes, coats and fabric (34%).

Stores selling accessories represent a little over 18% of the total. These include stores that sell jewelry, wigs, hosiery, lingerie, hats and handbags and cosmetics. Businesses providing a range of personal services such as drugstores, banks, beauty salons, laundromats and others represent a little over 14% of the total.

Stores that sell food, including fast food, restaurants, grocery and various ethnic delicacies represent 12% of the stores.

Variety stores comprise 9% of the total. Electrical needs such as electronics, lamps, vacuums and hardware represent a little over 5% of the total.

Home furnishings, including carpets, furniture, linoleum, paint, fixtures, and beds, represent 4% of the stores in the area.

APPEARANCE AND CLEANLINESS

Store and sidewalk conditions were evaluated (see Appendix B). Overall, the appearance of buildings was judged good.

66% of the businesses were rated "Well-Tended"; 26% were considered in "Fair" condition; and 6% were "Run-Down" (See Figure 2).

82% of the stores had "Clean" sidewalks. 12% had only a "Somewhat" rating of cleanliness and 5% were "Not Clean" (See Figure 3).

The condition of storefronts was also considered. 35% had an "Upgraded Front". 7% were "Distressed" (occupied but run down) and 5% were "Abandoned or Vacant". (See Figure 4)

Approximately half (55%) of the stores contained some signs, primarily advertising sales. Indeed, 78% of the signs were for sales, while 2% were for "Sales Help Needed" and assorted signs showed up in 13% of the store windows with signs. (See Figure 5)

The condition of the store windows was also rated. A majority, but by no means all, of the stores were rated in the "Very Neat and Orderly" category (61%). A large share of the windows (30%) were rated "Disorganized," while 7% were considered "Dirty and Run-down". (See Figure 6)

DISTRIBUTION OF BUSINESSES

The Jamaica Shopping Area is home to many types of retailers. However, apparel and accessory stores represent a majority of all stores (a total of fifty-two percent, or 34% and 18%, respectively). Close to one-half of the apparel stores are located in the Malls (64/133). (See Figures 7 and 8)

The food business in the area totals 12%. Grocery stores are most represented, with 3% of the total stores. The largest number of food stores is located in the Area between Parsons Boulevard and Sutphin Boulevard (a total of 18 stores). The Malls contain the

next highest number of food stores, with 15. Several ethnic food stores are available in the Malls. (See Figure 9)

The variety of personal services represent 14% of all stores. This category was nearly equally represented in each of the study areas. (See Figure 10)

Banks are located only in the area of 165th Street (with only one bank) and from 165th Street to Parsons Boulevard (with four banks). Hair salons are located only in the Malls and on 165th Street. There is only one barber shop and it is located in the Sutphin Boulevard area. (See Figure 10)

Several services, such as a laundromat, the Family Council, a travel and insurance agency, a realty office, three pawn shops, an auto school, a Church, and a school were present only in the Sutphin area. (See Figure 10)

Home furnishings, too, are located predominately in the Sutphin Boulevard area. This type of store represents 4% of the total. (See Figure 11)

Electrical needs, including electronic stores, hardware and related businesses represent 5% of the total. These types of

stores are least represented in the Parsons to Sutphin Boulevard area. (See Figure 12)

CONCLUSION (See Chart 2)

The findings of the physical survey of businesses in the Jamaica Area indicate some possible changes which might be beneficial, but require further empirical verification and findings. This will be accomplished through the second phase of the study, the survey of customers and merchants. The findings of the physical survey give us some direction and items for thought.

In appearance and cleanliness, many stores were good or adequate. However, although a fairly large percentage of storefronts have been upgraded, there is still much room for improvement. The condition of store windows is another area which could clearly stand some improvement.

It is clear that clothing (and related accessories) represent an important share of the market in Jamaica. Clothing stores alone have a little over one-quarter (26%) of the market. From a purely statistical basis, these figures indicate that retailers believe that clothing is the single best type of store for this area. This is a fact worth examining. Are clothing stores the most desirable use for the retail space in Jamaica? Is the mix of stores most appropriate for a changing market?

Figures on the geographic distribution of stores also allow for some speculation on the best use of commercial space. For example, the largest number of restaurants are located in the 165th Street Area (3) and the Sutphin Boulevard Area (3). The small number of such establishments and their locale clearly indicate a potential for growth, especially with the influx of new employees into the Jamaica area.

Again, there seems to be great potential for an increase in personal services, especially given their concentration in the Sutphin Boulevard area.

Overall, the physical survey of the Jamaica Shopping Area indicates cautious optimism. Many types of establishments exist and they seem to be well-tended. Nonetheless, nagging doubts remain about long-term viability and direction. More insight will be available once the second (larger) phase of the study is complete and we have direct input from merchants and customers.

TYPES AND NUMBERS OF STORES IN JAMAICA SHOPPING DISTRICT

	MALLS	% OF AREA	165 ST	% OF AREA	PARSONS	% OF AREA	SUTPHIN	% OF AREA	TOTAL	% OF TOTAL
V SERVICES	16	10%	15	23%	12	14%	14	20%	57	15%
DRUGSTORE			1	2%	1	1%			2	1%
BANKS			1	2%	4	5%			5	1%
BARBER SHOP			2	3%			1	1%	1	1%
HAIR SALON	3	2%	2	3%			1	1%	5	1%
NAIL SALON										
SHOE REPAIR					1	1%	1	1%	2	1%
DENTAL	1	1%	1	2%	2	2%			4	1%
EYEGLOSS/OPTOMETRIST			1	2%					1	1%
CLEANERS			1	2%					1	1%
PAPER COPY	1	1%							1	1%
ELECTRONIC REPAIR	1	1%							1	1%
TAILOR	1	1%							1	1%
GOLD CAPS TEETH	1	1%							1	1%
PERSONALIZED	1	1%							1	1%
PHOTO LABS	1	1%							1	1%
LAUNDROMAT	2	1%	2	3%					4	1%
FAMILY COUNCIL							1	1%	1	1%
TRAVEL & INS.							1	1%	1	1%
REALTY							1	1%	1	1%
PAWN SHOP							3	4%	3	1%
MARTIAL ARTS			1	2%					1	1%
MUSICAL INSTR.			1	2%					1	1%
WEDDING SERVICES			1	2%					1	1%
FLOWERS	3	2%							3	1%
*XMAS TREES	1	1%							1	1%
AUTO SCHOOL							1	1%	1	1%
CHURCH							1	1%	1	1%
SCHOOL							1	1%	1	1%
RELIGIOUS							1	1%	1	1%
OFFICE SPACE	1	1%	1	2%	3	3%	1	1%	6	1%
MUNICIPAL BUILDING					1	1%			1	1%
VI ELECTRICAL	7	4%	3	5%	9	10%	4	6%	23	6%
HARDWARE							1	1%	1	1%
ELECTRONICS	6	4%	3	5%	9	10%	1	1%	19	5%
LAMPS							1	1%	1	1%
VACUUMS							1	1%	1	1%
RECORDS	1	1%					1	1%	2	1%
VII HOME FURNISHING	1	1%	1	2%	1	1%	15	21%	18	5%
CARPETS							2	3%	2	1%
FURNITURE	1	1%			1	1%	9	13%	11	3%
LINEOLEUM							2	3%	2	1%
PAINT							1	1%	1	1%
FIXTURES							1	1%	1	1%
BEDS			1	2%	2	2%			3	1%
LINENS									1	1%
TOTAL	169		66		86		70		390	

JAMAICA STORE INVENTORY

APPENDIX B

Map No. _____

Surveyor _____

Store No. _____

Store Name _____

Type (e.g. shoe, grocery, etc.) _____

Date _____ Time _____

1. Does building appear:

Well-tended Fair Run-down

2. Does the street in front of the store appear to be clean:

Yes Somewhat No

3. Is storefront

Upgraded Normal Distressed -
(occupied but run down)
 Vacant/Abandoned

4. Are there signs in the window? Yes No

4a. Which Ones? (indicate how many):

A. Sales Help Wanted: _____

B. Merchandise Sales and/or Ads: _____

C. Other (indicate type and no.): _____

5. Condition of store window (check all relevant boxes):

Very neat and orderly Disorganized Dirty and Run-down

6. Indicate specific signs of renovation, if any (e.g. repair work on buildings, dumpsters, etc.):

7. Other comments:

JAMAICA SHOPPING AREA PERCENT OF STORE TYPES

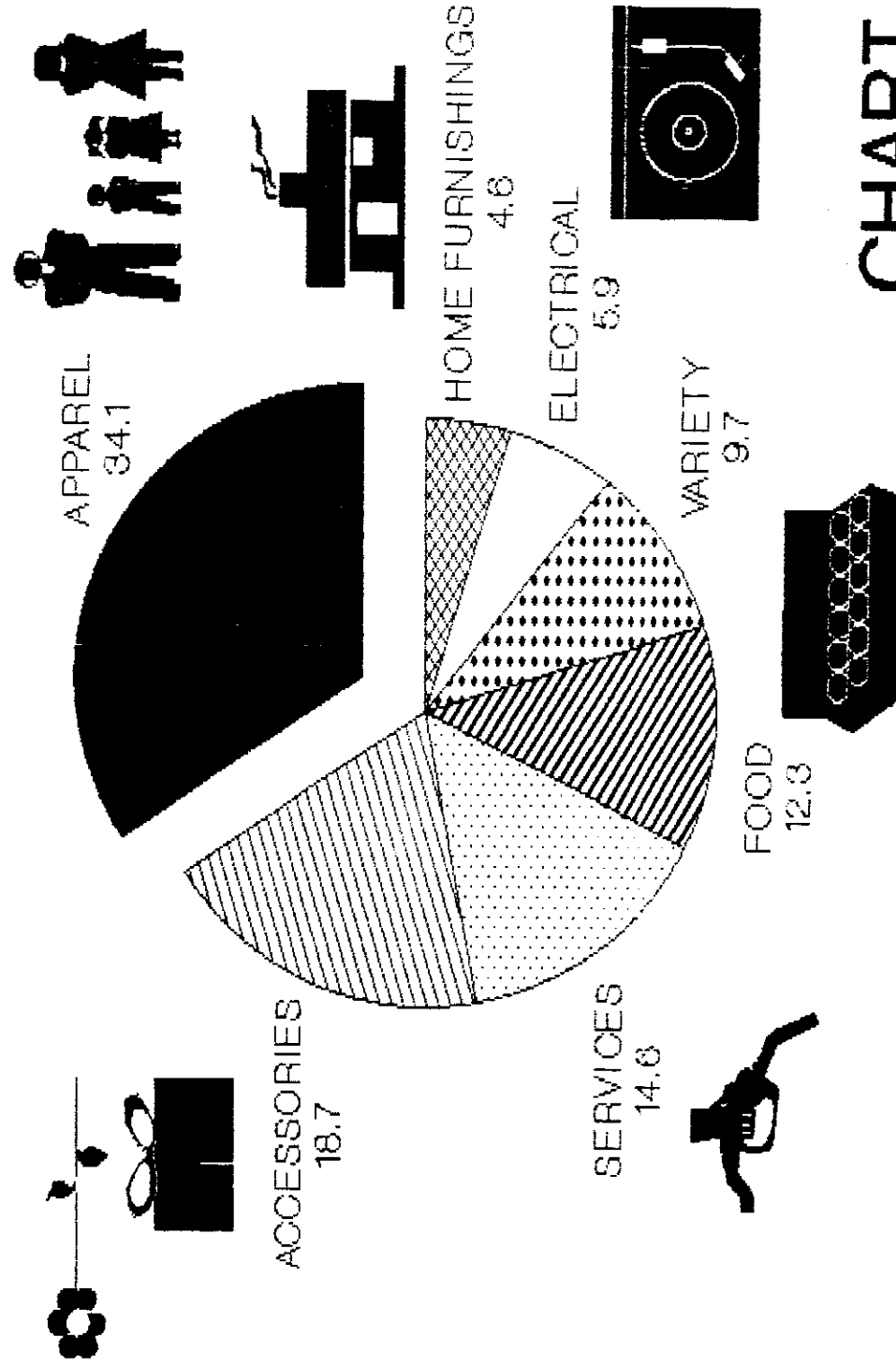


CHART 1

OCS/QUEENS COLLEGE

JAMAICA MARKETING STUDY

CONCLUSIONS

✓ MORE ATTRACTIVE STOREFRONTS



✓ BETTER WINDOW DISPLAYS



✓ MORE MARKET DIVERSITY



✓ NEW RESTAURANT MARKET



✓ MORE PERSONAL SERVICES



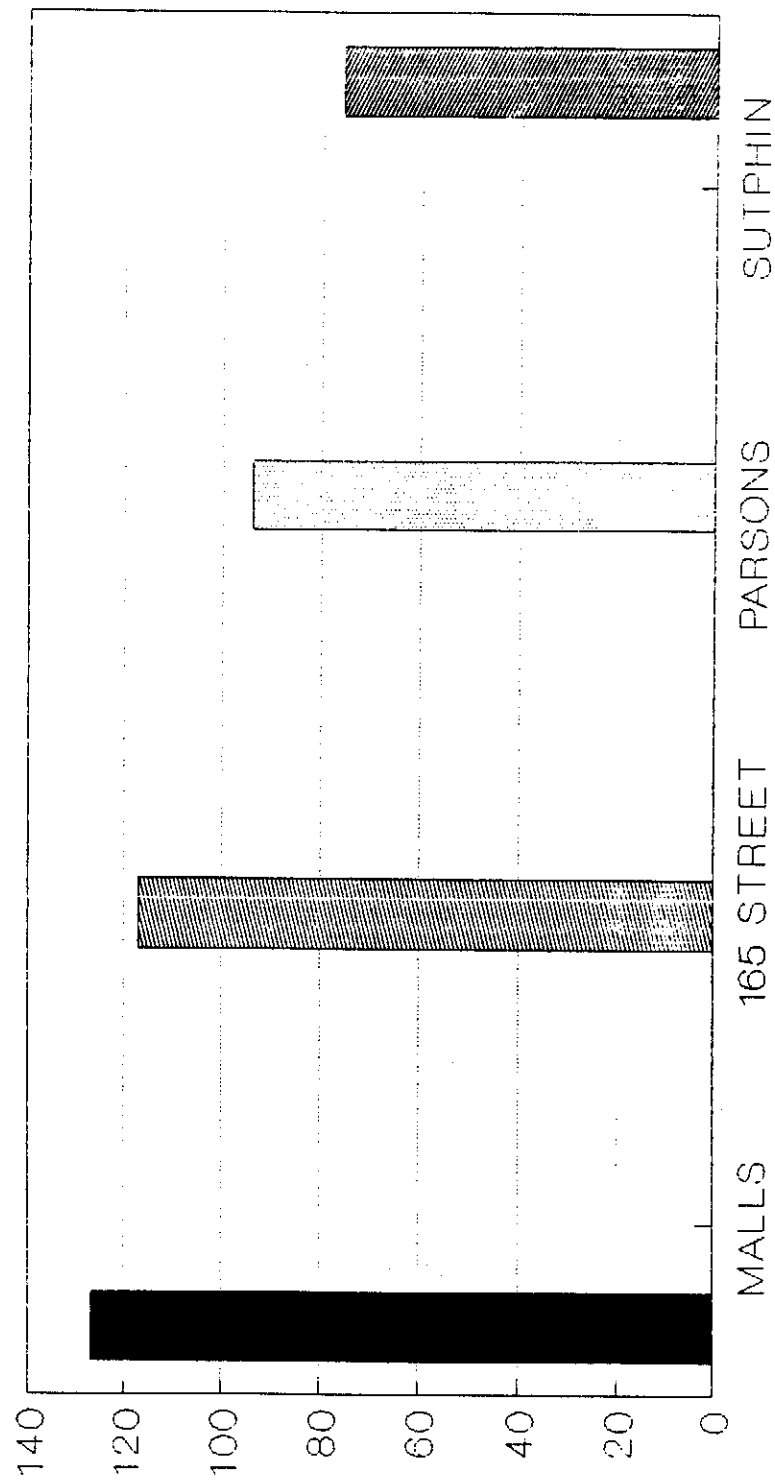
✓ FUTURE MARKET PLANNING



OCS/QUEENS COLLEGE

CHART 2

JAMAICA MARKETING STUDY STORES BY AREA

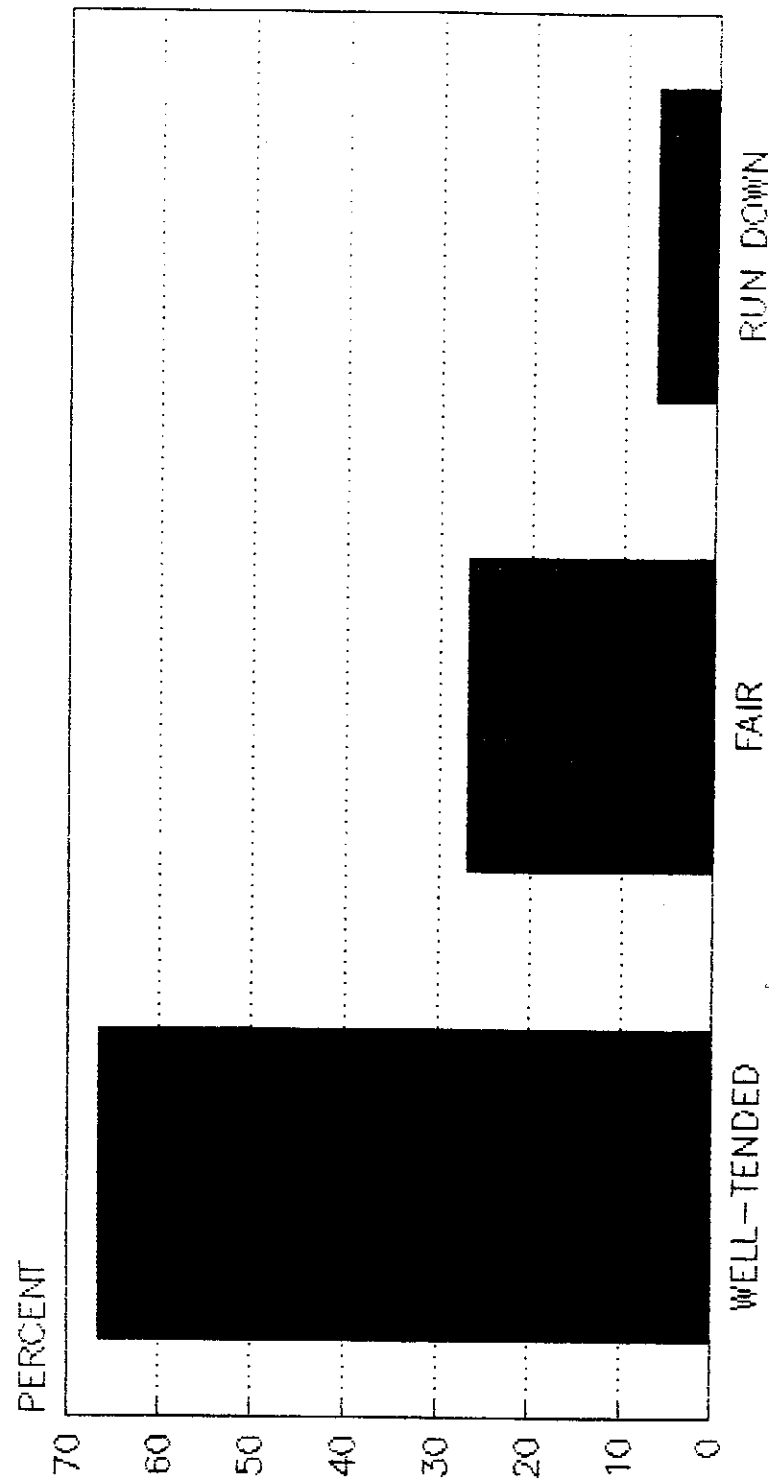


414 BUSINESSES

OCS/QUEENS COLLEGE

FIGURE 1

JAMAICA MARKETING STUDY STORE APPEARANCE

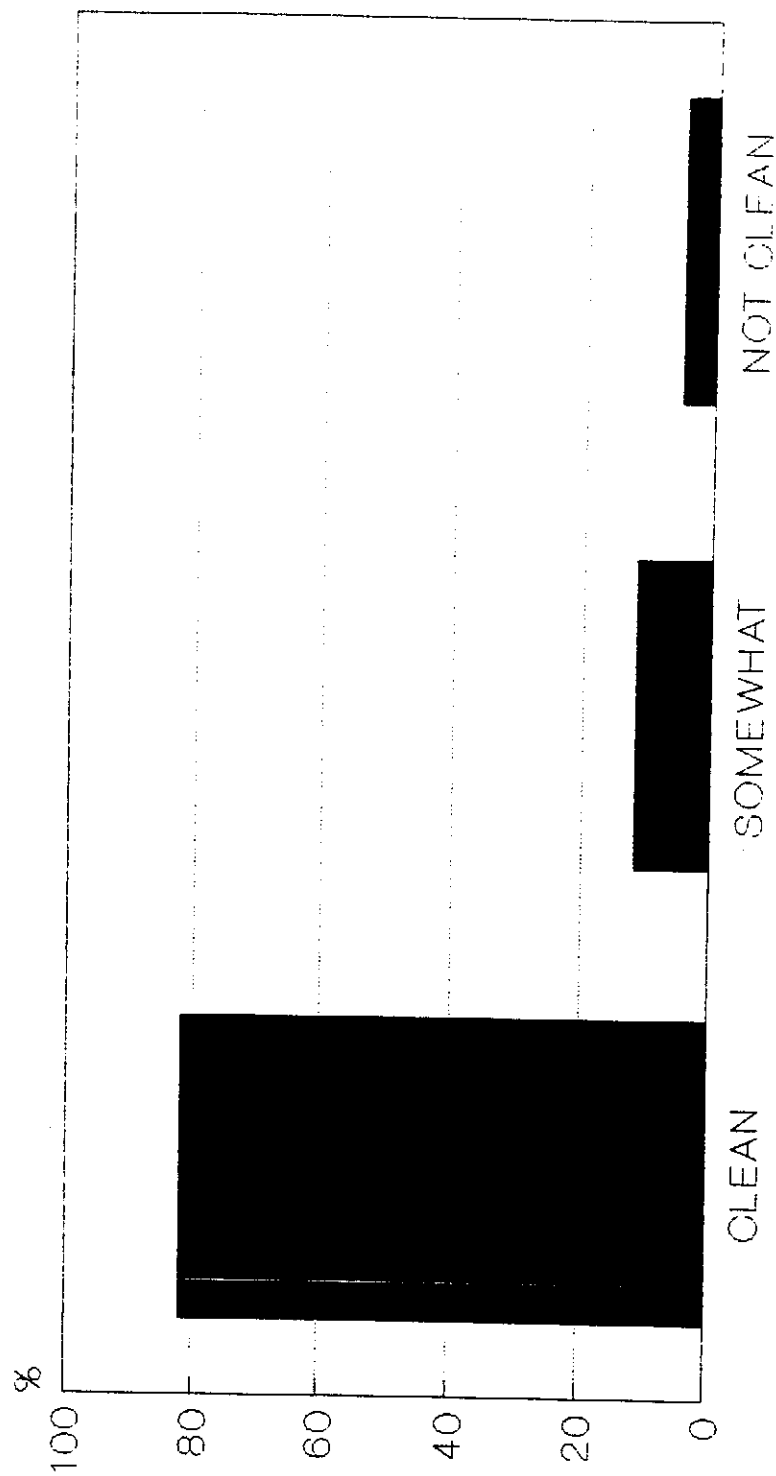


OCS/QUEENS COLLEGE

FIGURE 2

JAMAICA MARKETING STUDY

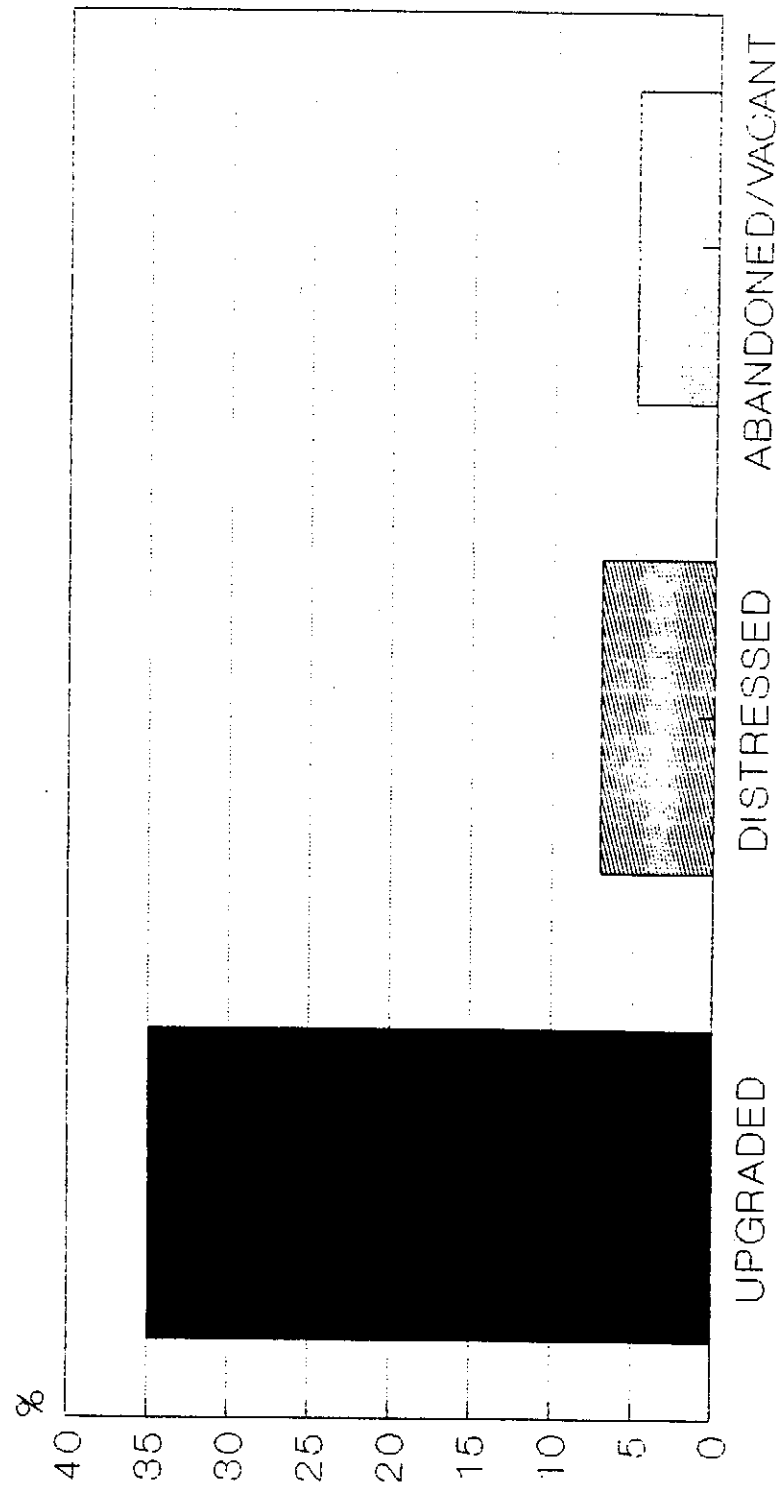
STREET CONDITION



OCS/QUEENS COLLEGE

FIGURE 3

JAMAICA MARKETING STUDY STOREFRONTS

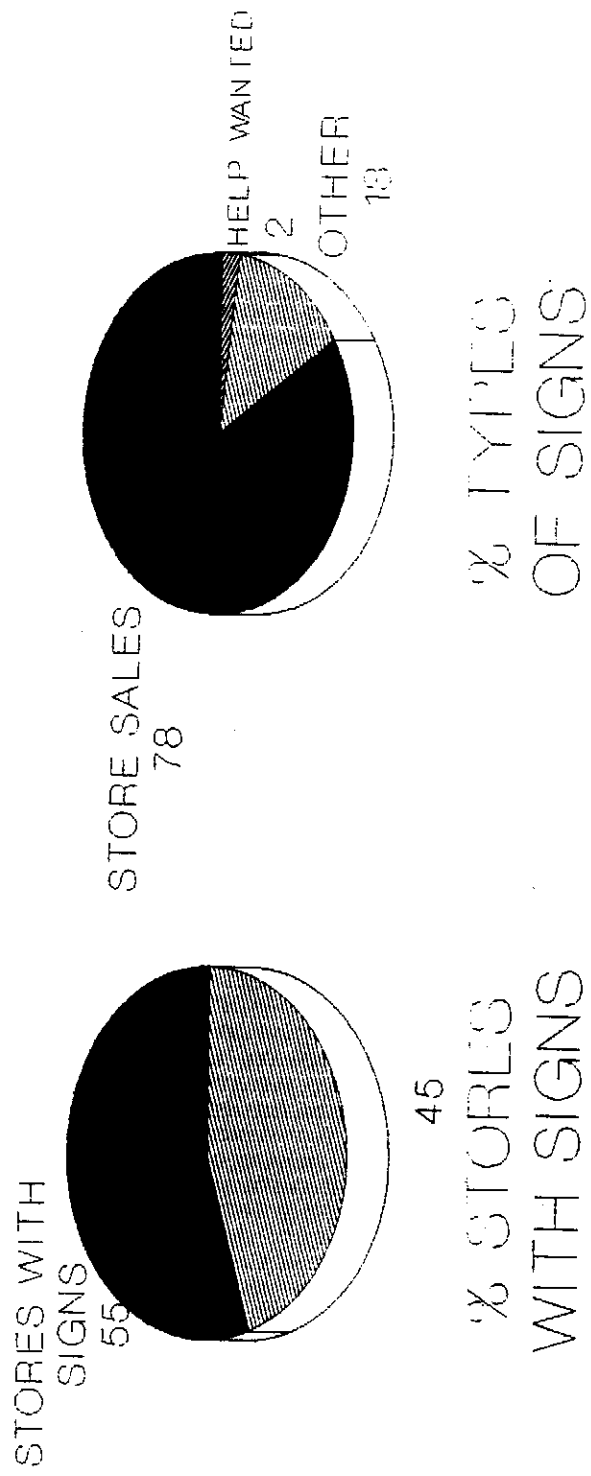


OCS/QUEENS COLLEGE

FIGURE 4

JAMAICA MARKETING STUDY

STORE ADVERTISING

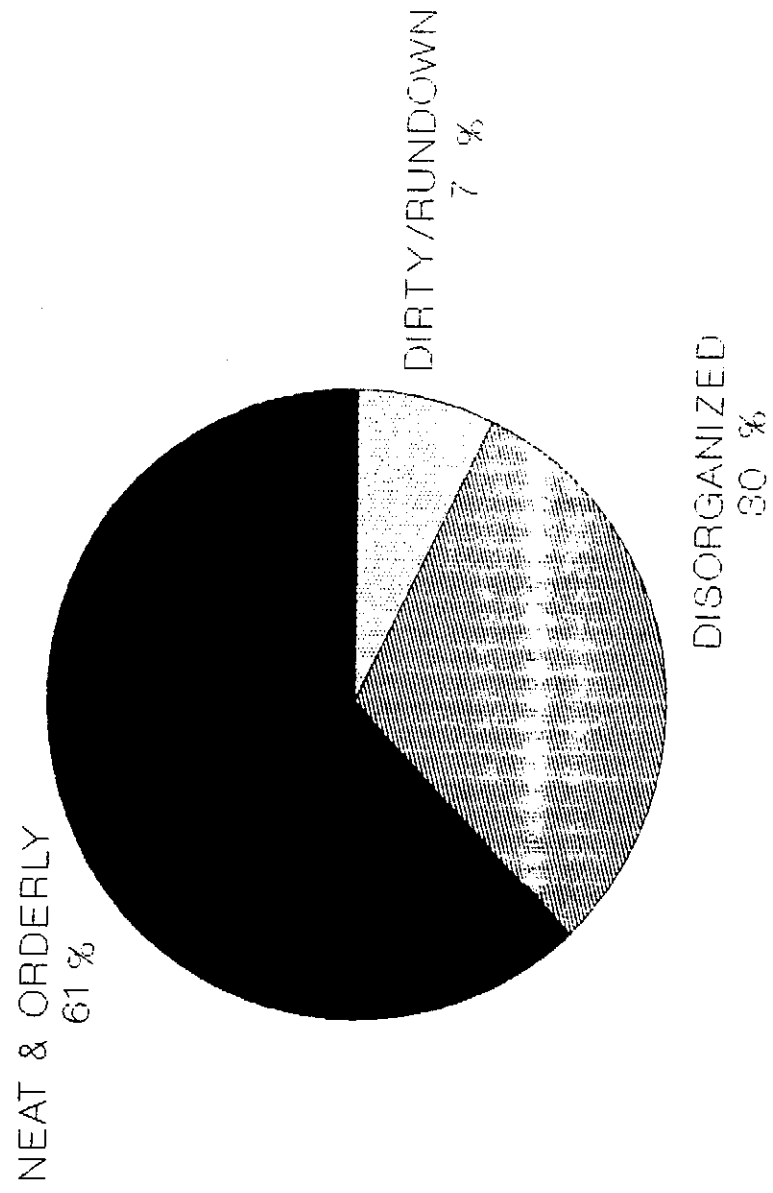


OCS/QUEENS COLLEGE

FIGURE 5

JAMAICA MARKETING STUDY

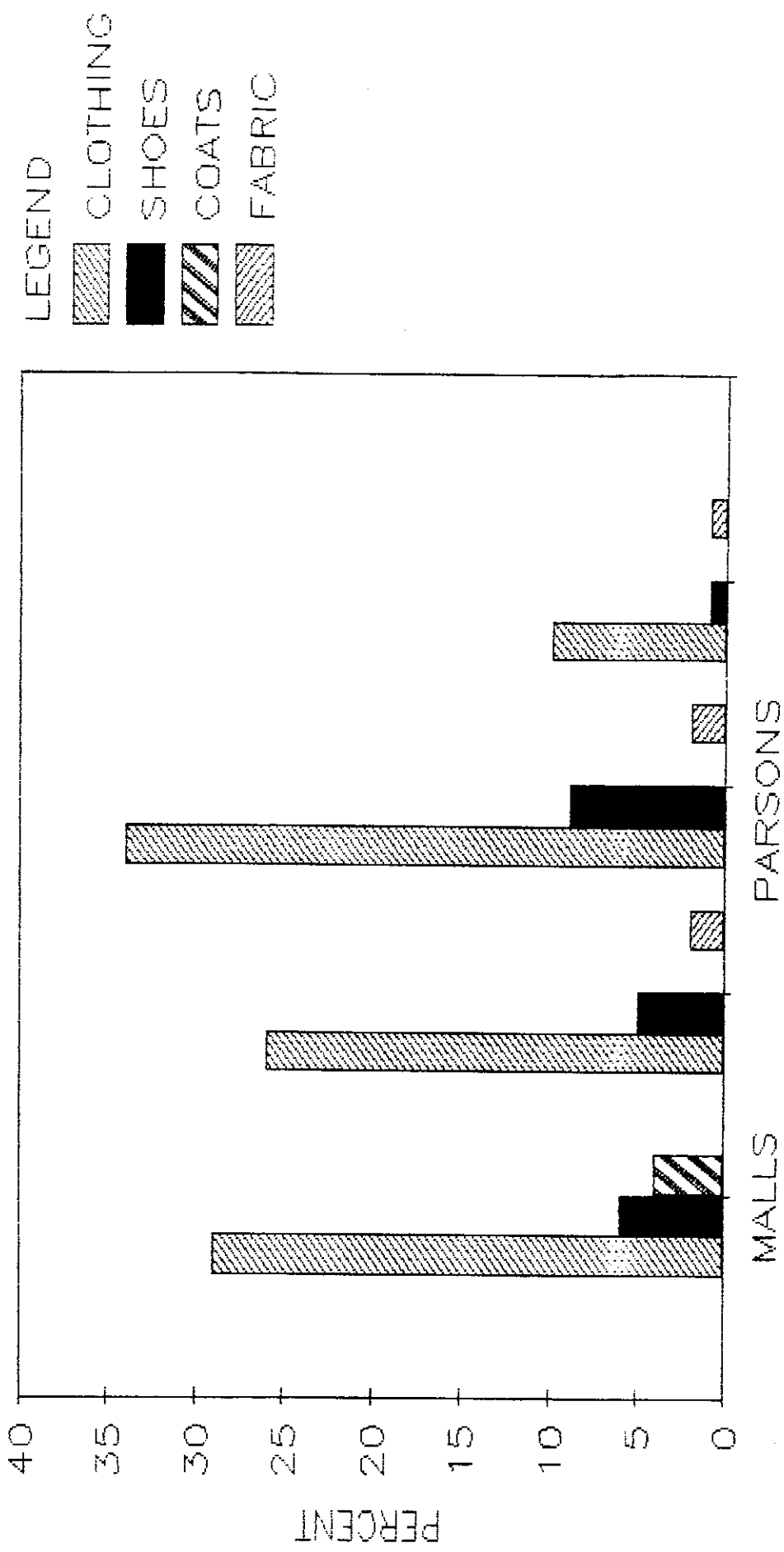
WINDOW CONDITION



OCCS/QUEENS COLLEGE

FIGURE 6

JAMAICA MARKETING STUDY APPAREL DISTRIBUTION

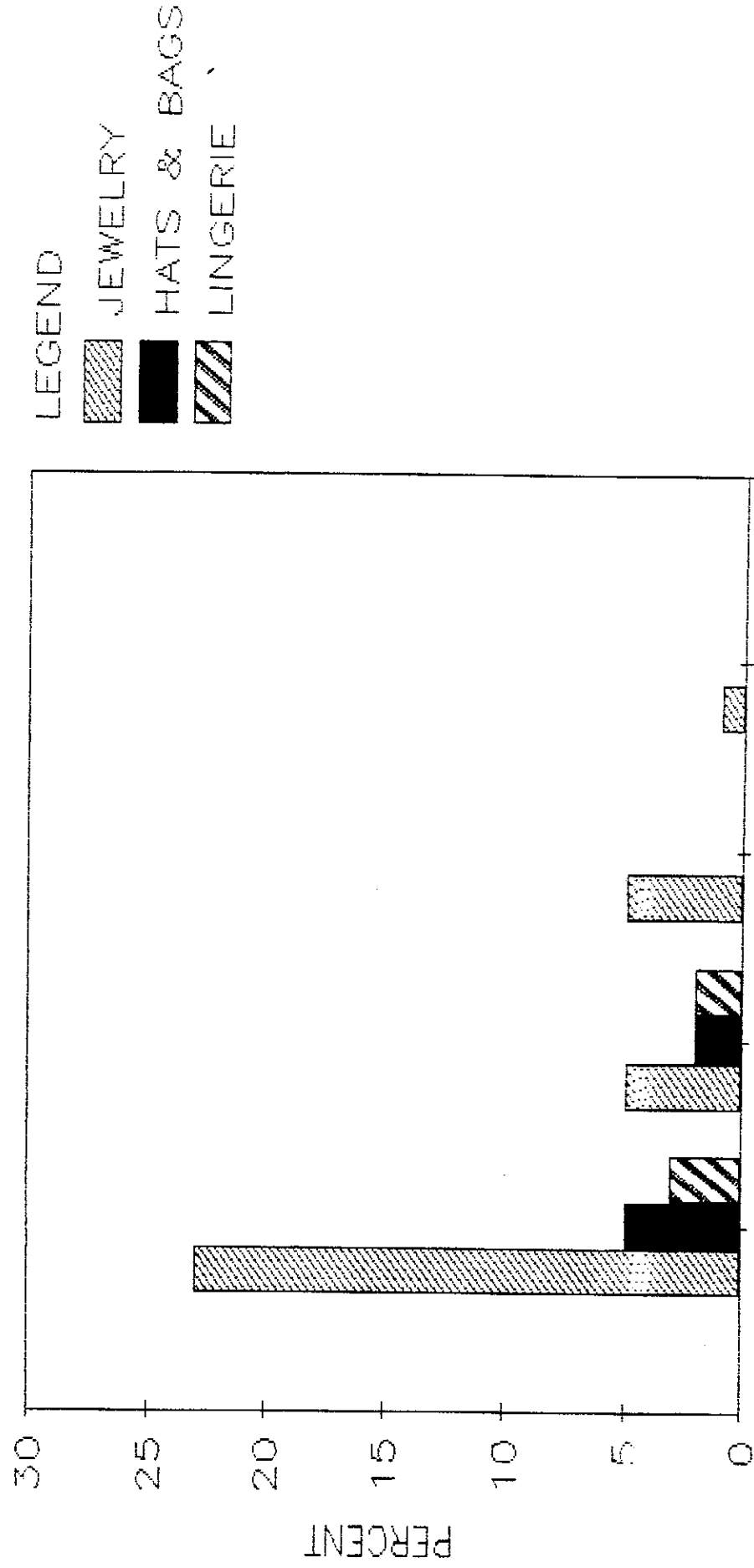


MALLS PARSONS 165 ST. SUTPHIN
PERCENT IN EACH AREA

FIGURE 7

OCS/QUEENS COLLEGE

JAMAICA MARKETING STUDY ACCESSORIES DISTRIBUTION

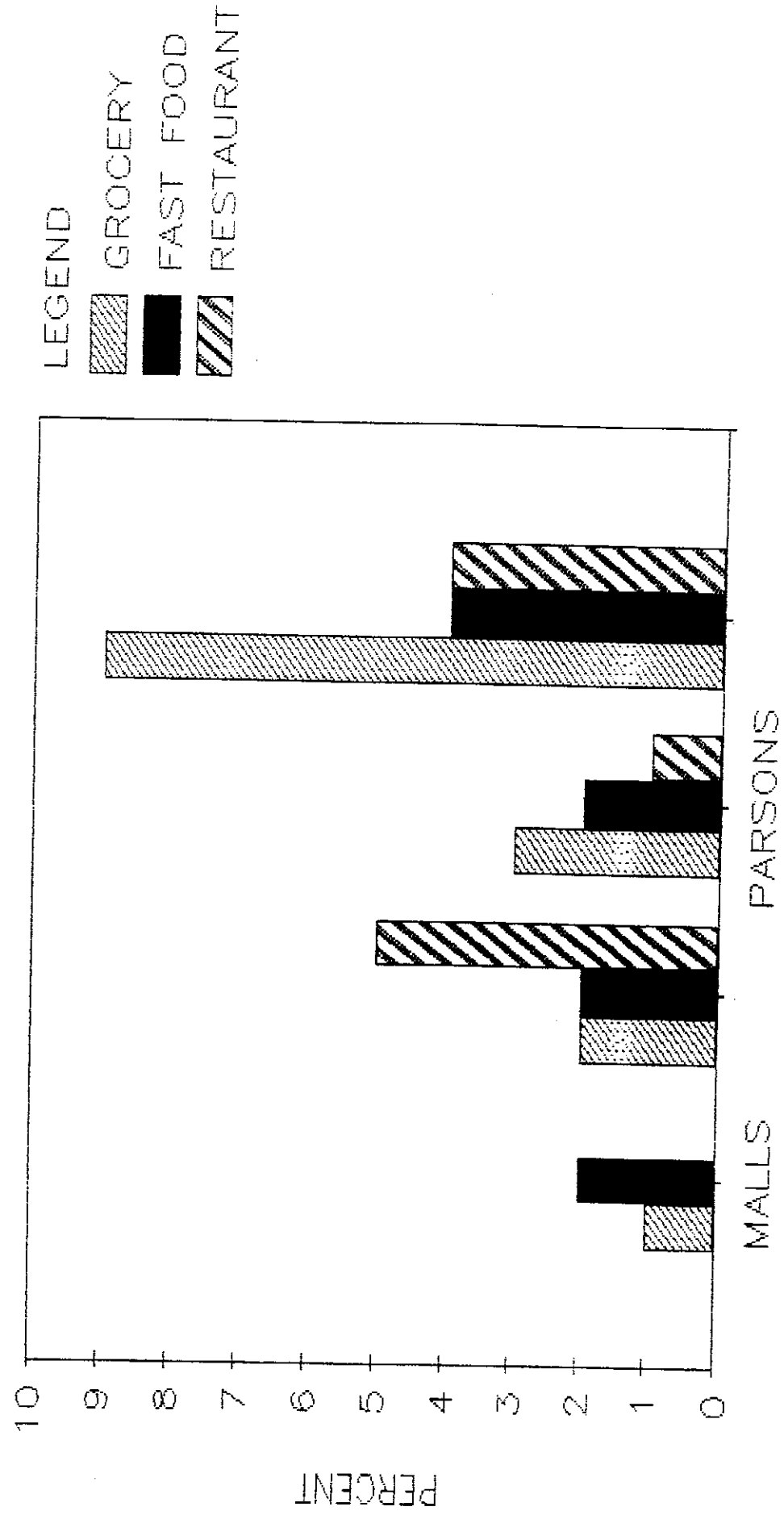


MALLS PARSONS SUTPHIN
165 ST. SUTPHIN
PERCENT OF ACCESSORIES

FIGURE 8

OCS/QUEENS COLLEGE

JAMAICA MARKETING STUDY SELECTED FOOD DISTRIBUTION

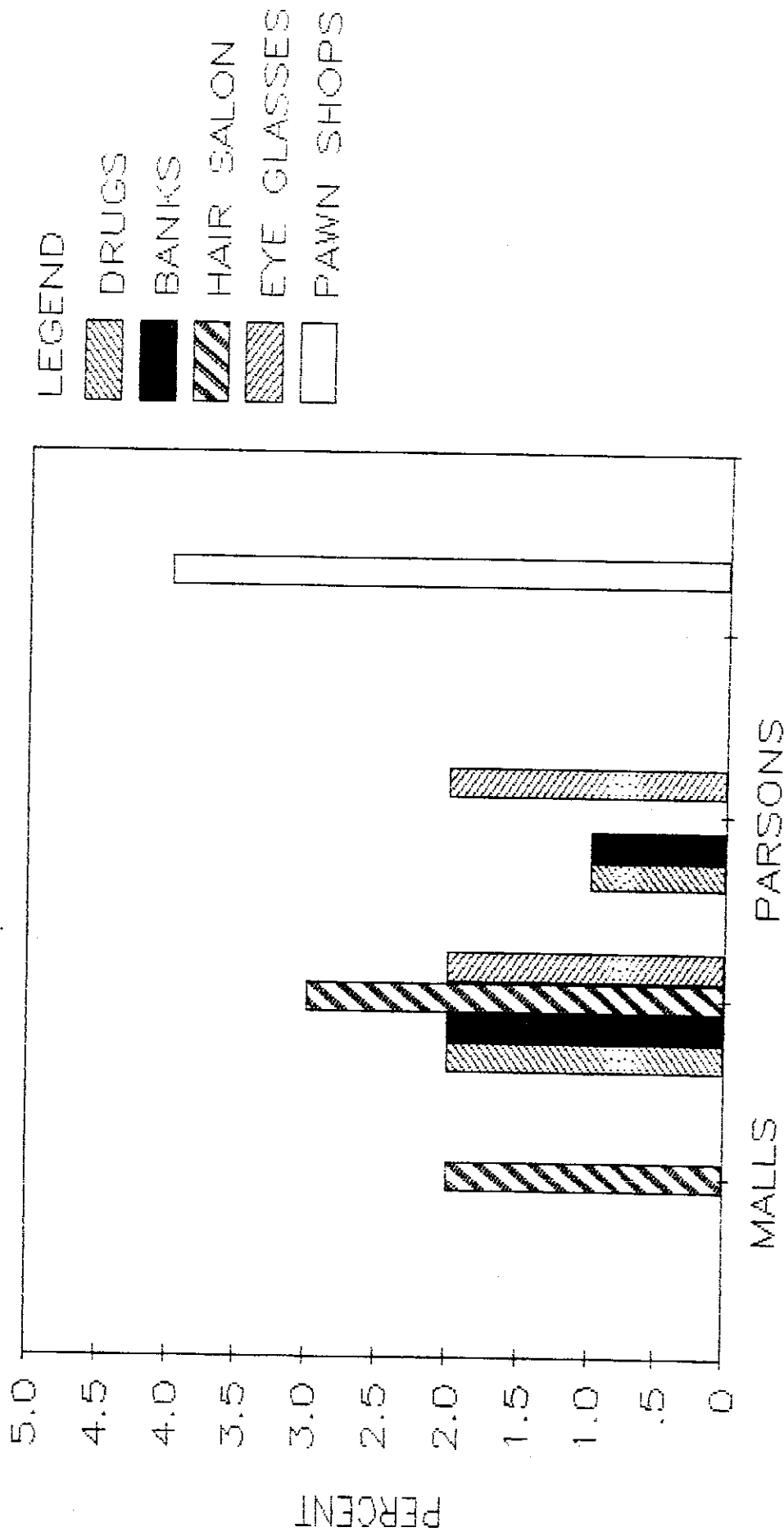


MALLS PARSONS SUTPHIN
165 ST.
PERCENT OF FOOD STORES

FIGURE 9

OCS/QUEENS COLLEGE

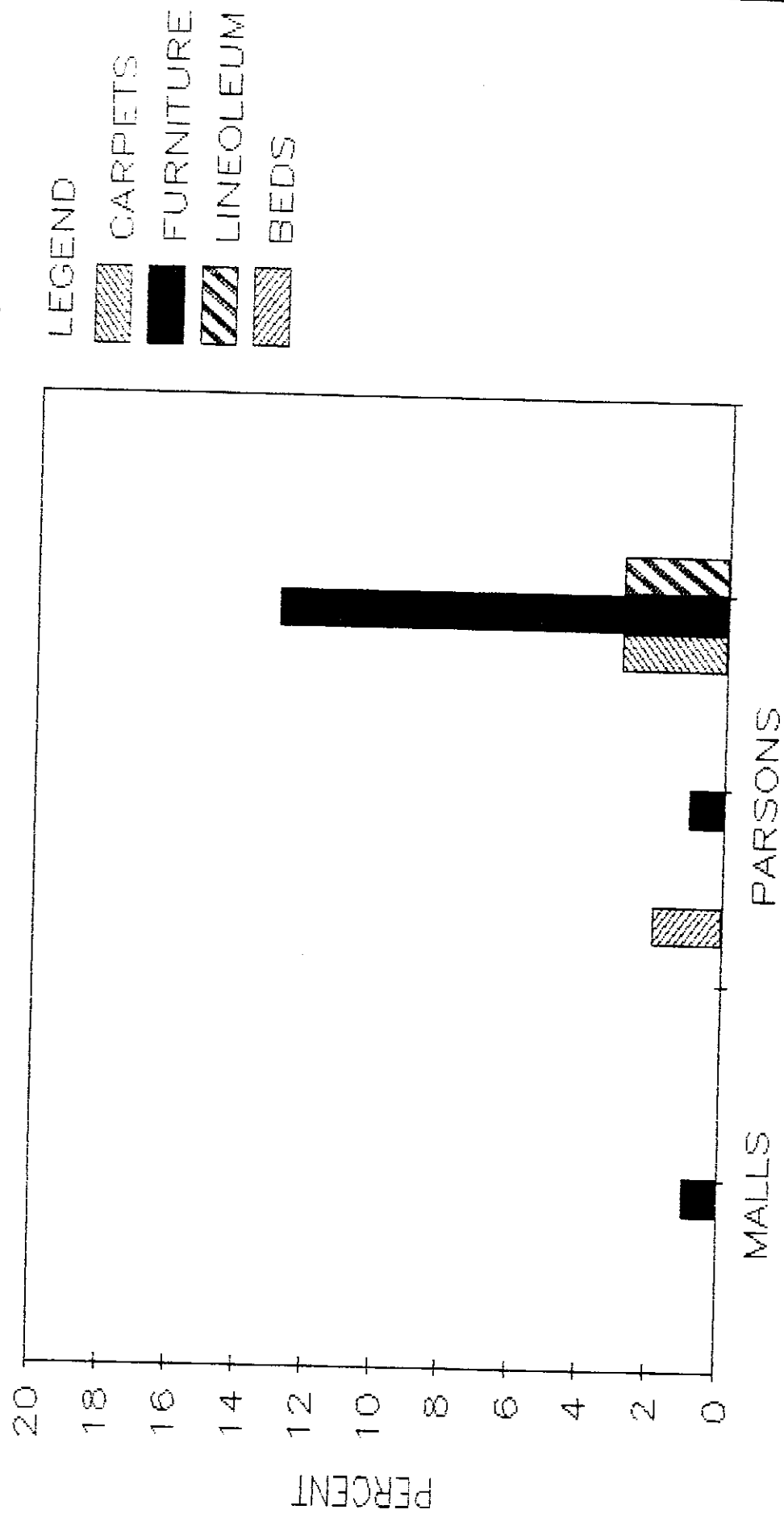
JAMAICA MARKETING STUDY SELECTED SERVICE DISTRIBUTION



MALLS PARSONS SUTPHIN
165 ST. SUTPHIN
PERCENT OF SERVICES
FIGURE 10

OCS/QUEENS COLLEGE

JAMAICA MARKETING STUDY HOME NEEDS DISTRIBUTION

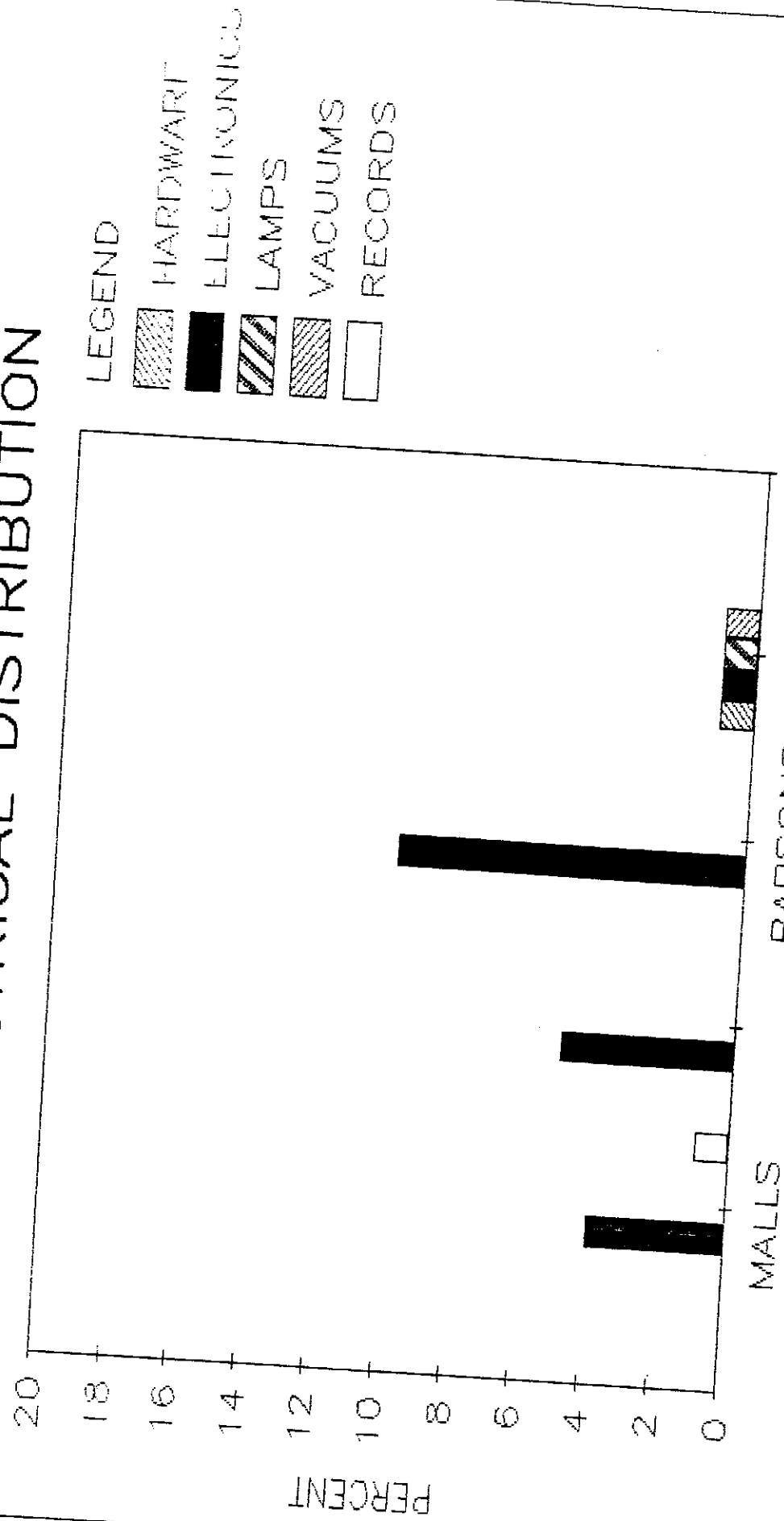


165 ST. SUTPHIN
PARSONS
MALLS
PERCENT OF HOME NEEDS

FIGURE 11

OCS/QUEENS COLLEGE

JAMAICA MARKETING STUDY ELECTRICAL DISTRIBUTION



165 ST. SUTPHIN
PARSONS
MALLS

OCS/QUEENS COLLEGE
FIGURE 12