



## Chicago French Market Analysis & Strategic Plan

*Chicago, Illinois*

Hunden Strategic Partners was engaged by the Chicago French Market (operated by the Paris –based Bensidoun family) to conduct a market analysis and assist in the refinement of the business plan, as well as provide strategic growth recommendations.

The 15,000-square foot Chicago French Market opened in 2009 inside the Ogilvie Transportation Center, a commuter train hub that serves 200,000 people every day. The market is designed to evoke classic French markets that sell fresh produce, baked goods and prepared foods to commuters and nearby residents. The Bensidoun family, the largest operator of outdoor markets in Paris, brought their knowledge to Chicago to emulate this experience.

As part of its analysis, HSP sought to understand the target audience of the Market and how to best position the Market to be successful in the future. This included a survey of over 700 consumers, tenants and key influencers to gauge the opinion of current conditions and provide suggestions for improvement. Comparable facilities around the country were identified and best practices were studied.

At the conclusion of its analysis, HSP recommended that the market reposition its brand within the community and undertake renovations to appeal to a broader market base. Many of HSP's recommendations have been enacted and performance has improved markedly.

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**Client:** Chicago French Market

**Time Period:** 2011