PUBLIC SAMPLE · EXPANSION DECISION · FRANCHISE → LOCATION

# Dunkin' in New York City

Location intelligence report · 12 sites evaluated and ranked




## DECISION SIGNAL

Rochdale Village is a good fit for Dunkin' (78/100). It scores because of estimated footfall (far more than an area this busy usually has), working professional index (far more than an area this busy usually has), it park proximity (far more than an area this busy usually has).

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Report NEW_YORK-SAMPLE-2026-10-31 · Generated 01 Nov 2026, 02:21 UTC · Scope Dunkin' + New York City · Confidence Limited

PUBLIC SAMPLE · SOURCE CHECKS

# Read these assumptions before the findings

This frozen model uses 2% of revenue for marketing. Dunkin's official franchise page, checked 31 October 2026, publishes an advertising fee of 5% of gross sales. Every financial figure here retains the model's 2% assumption; these outputs must be rerun with current brand terms before an investment decision. Source: https://www.franchising.inspirebrands.com/dunkin

This is a public planning example generated from the New York feature store built on 31 October 2026, using rule-engine-0.4. It is not a franchise offer, a current territory offer or an achieved outlet result. The illustrative profile contains Modelled operating assumptions; the franchisor has not supplied or approved this report.

Evidence is limited: no customer or field survey observations support the ranked sites. OpenStreetMap mapping is incomplete and is not a full competitor census. The shortlist identifies analysis cells in named neighbourhoods, not available properties. Verify the mapped coordinates, nearby landmarks and the actual unit.

Fit scores compare mapped cells within New York. Rent is quoted in USD per square foot per year; this financial model uses a three-month refundable deposit and adds no rent tax. Lease terms, local taxes and franchise approval must be checked for the specific unit.

EXECUTIVE SUMMARY

# Rochdale Village is the strongest Dunkin' location in New York City

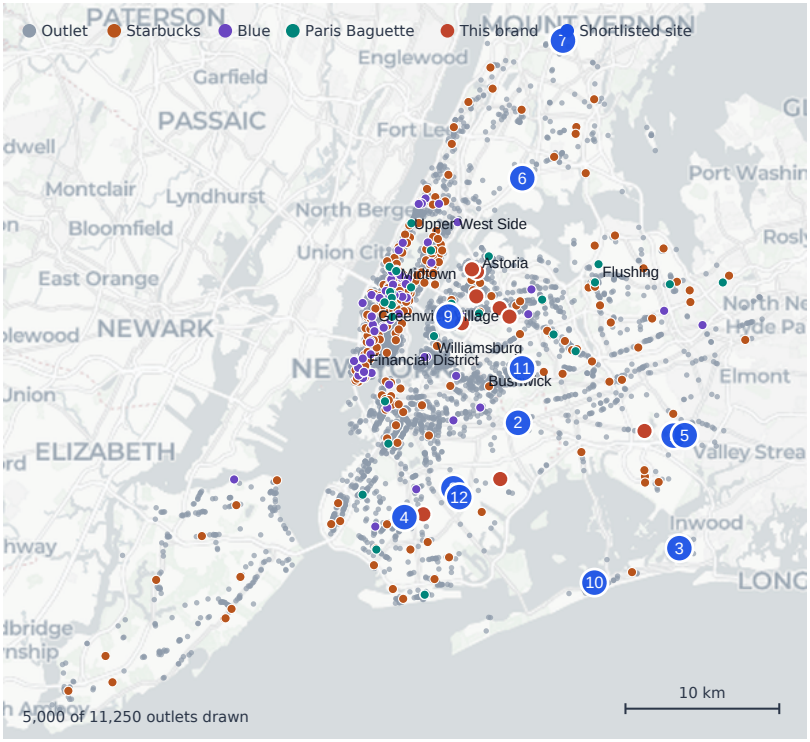
Rochdale Village is a good fit for Dunkin' (78/100). It scores because of estimated footfall (far more than an area this busy usually has), working professional index (far more than an area this busy usually has), it park proximity (far more than an area this busy usually has). Only about 1 comparable outlets trade in the catchment, so there is real headroom for a new entrant. The clearest weakness is estimated rent per sq ft (above the city average). Market rent here is around $118 per sq ft per year; this format models paying $100 for the frontage it needs.

Rochdale Village recommended · $124.36k monthly revenue · $19.45k monthly ebitda · $648.7k investment · 42 mo payback

Financial verdict. Viable — a real return, but sensitive to rent and footfall. Validate both before signing.

## New York City's Café / Coffee Shop market

11,250 outlets compete for the same customers across New York City — 7,874 restaurant, 2,606 cafe and 770 bakery. The busiest areas are Astoria (315), Williamsburg (310) and Chinatown (251). Dunkin' has 9 mapped outlets (Astoria, Canarsie, Midwood, Rochdale Village, Sunnyside, Sunnyside Gardens and 1 more areas).




Outlets by area

| | |
|---|---|
| Astoria | 315 |
| Williamsburg | 310 |
| Chinatown | 251 |
| Greenwich Village | 238 |
| East Village | 232 |
| Financial District | 211 |
| Upper West Side | 190 |
| Midtown | 188 |
| Bushwick | 185 |
| Flushing | 185 |

Operators with more than one outlet

| | | | |
|---|---|---|---|
| Starbucks | 263 | Diner | 25 |
| Blue | 48 | Le Pain | 24 |
| Paris Baguette | 35 | China | 19 |
| Joe | 27 | Kung | 19 |

*Observed: every mapped outlet (OpenStreetMap 11,250), the largest operators in colour, the shortlist numbered as in Where to open. Operators run four or more outlets under one name, or are named rivals of Dunkin'. Subway has no mapped outlet in New York City. A numbered site with few dots around it but a high fit score is the open ground.*

## Where to open

| # | Site | What is there | Fit | Rivals | Return as listed | Payback |
|---|---|---|---|---|---|---|
| 1 | Rochdale Village recommended | Locust Manor; Verizon | 78 | 1 | 20% Viable | 42 mo |
| 2 | City Line | Van Siclen Avenue; Cleveland Street | 77 | 2 | 21% Viable | 40 mo |
| 3 | Bayswater | Beach 25th Street; Far Rockaway–Mott Avenue | 77 | 0 | 19% Viable | 44 mo |
| 4 | Parkville | Avenue I; Bay Parkway | 76 | 1 | 20% Viable | 42 mo |
| 5 | Laurelton | Locust Manor; Laurelton | 76 | 1 | 20% Viable | 42 mo |
| 6 | Hunts Point | Hunts Point Avenue; Southern Boulevard (exit only) | 75 | 0 | 19% Viable | 43 mo |
| 7 | Wakefield | Nereid Avenue; Wakefield–241st Street | 75 | 2 | 19% Viable | 43 mo |
| 8 | East Flatbush | Newkirk Avenue | 74 | 0 | 18% Viable | 44 mo |
| 9 | Sunnyside | CUNY School of Law; Hunterspoint Station Platform | 74 | 10 | 15% Viable | 48 mo |
| 10 | Rockaway Park | Rockaway Ferry Landing; Beach 105th Street | 74 | 3 | 19% Viable | 43 mo |
| 11 | Glendale | Middle Village–Metropolitan Avenue; Fresh Pond Road | 74 | 3 | 19% Viable | 43 mo |
| 12 | Flatlands | Kings Plaza; Target | 74 | 0 | 18% Viable | 45 mo |

Derived: fit is the 0–100 score against every hexagon in the city, and rivals are counted across each site's catchment. Modelled: returns are year-1 and indicative; they are planning figures, not an offer from Dunkin'. The ranking, what stands at each site and the full forecast follow.

FRANCHISE OVERVIEW

# What Dunkin' needs from a location

Morning-peak volume business. Commuter flow matters more than affluence, and a site off the walk-to-work path underperforms whatever its rent.

These commercial parameters drive both the location weighting and the financial model below. The format's requirements are what make one New York City hexagon a better fit than another.

| | |
|---|---|
| Category | Café / Coffee Shop |
| Positioning | Mass_premium |
| Typical investment (excl. security deposit) | $450k – $1.7M |
| Shop area | 800 – 1,500 sq ft |
| Gross margin | 72.0% |
| Royalty | 5.9% |
| Brand strength | 0.90 / 1.00 |

Why the ranking below shows a larger figure. The typical investment above is the brand's own entry ticket — fit-out, brand fee and working capital — and excludes the security deposit, because the deposit depends on the address rather than the brand. The Investment column in the ranking adds ten months' rent at each specific location, so it is the higher number and it is the one to budget against. Section 10 breaks it back down. The deposit is refundable at the end of the lease; the rest is not.

Commercial terms are indicative, drawn from published disclosures. Confirm current terms with the franchisor — they change, and they change the return profile.

LOCATION RANKING

# Best Dunkin' locations in New York City

All 11,522 mapped hexagons in New York City were scored against the Dunkin' format profile. 5,764 passed the data-confidence and saturation filters, and the survivors were de-duplicated by locality so one strong neighbourhood cannot occupy the entire shortlist. These are the 12 strongest.




*Location score out of 100, city-relative. Colour indicates the suitability band. What this implies: the gaps between neighbouring bars matter more than the heights. A clear step down after rank one means the recommendation is robust; four bars within a couple of points mean the model cannot separate them, and the choice should be made on rent, availability and what you see on the ground.*

| # | Locality | Band | Score | Demand | Saturation | Rivals | Market rent /sq ft | Investment | Monthly EBITDA | Return |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Rochdale Village<br>suburb · cell 892a103b4abffff · recommended | Good | 78 | 71 (77th) | 9 (48th) | 1 | $118 | $648.7k | $19.45k | Viable |
| 2 | City Line<br>emerging · cell 892a100ca9bffff | Good | 77 | 79 (88th) | 11 (54th) | 2 | $121 | $649.41k | $20.83k | Viable |
| 3 | Bayswater<br>suburb · cell 892a1038083ffff | Good | 77 | 55 (52nd) | 5 (2nd) | 0 | $99 | $644.07k | $18k | Viable |
| 4 | Parkville<br>suburb · cell 892a1077137ffff | Good | 76 | 70 (75th) | 7 (18th) | 1 | $117 | $648.56k | $19.37k | Viable |
| 5 | Laurelton<br>suburb · cell 892a103b4b7ffff | Good | 76 | 76 (83rd) | 7 (18th) | 1 | $121 | $649.48k | $19.66k | Viable |
| 6 | Hunts Point<br>suburb · cell 892a1001a4bffff | Good | 75 | 69 (73rd) | 5 (0th) | 0 | $120 | $649.39k | $18.6k | Viable |
| 7 | Wakefield<br>suburb · cell 892a1018927ffff | Good | 75 | 62 (62nd) | 12 (56th) | 2 | $108 | $646.39k | $18.29k | Viable |
| 8 | East Flatbush<br>suburb · cell 892a107662fffff | Good | 74 | 60 (60th) | 5 (1st) | 0 | $105 | $645.7k | $17.74k | Viable |
| 9 | Sunnyside<br>it hub · cell 892a100d0b7ffff | Good | 74 | 82 (92nd) | 23 (75th) | 10 | $168 | $661.09k | $16.63k | Viable |
| 10 | Rockaway Park<br>suburb · cell 892a1039c5bffff | Good | 74 | 65 (68th) | 16 (64th) | 3 | $112 | $647.39k | $18.36k | Viable |
| 11 | Glendale<br>suburb · cell 892a100c387ffff | Good | 74 | 74 (82nd) | 13 (57th) | 3 | $126 | $650.75k | $18.91k | Viable |
| 12 | Flatlands<br>suburb · cell 892a1076043ffff | Good | 74 | 59 (58th) | 5 (1st) | 0 | $105 | $645.68k | $17.54k | Viable |

Demand and Saturation are model indices out of 100, each followed by where that cell ranks among all scored cells in this city. The two say different things and are worth reading together: saturation compares supply against modelled demand, and because most of a city sits close to balance, an ordinary-looking index of 52 can still be the 99th percentile — one of the most contested addresses here. Higher demand is better; higher saturation is worse. Market rent is the area's headline ground-floor rate; the financial sections model what this format pays for the frontage it actually needs, which is lower, and it is that figure the deposit and the P&L use. "Rivals" counts comparable outlets already trading in the primary catchment. EBITDA is modelled at steady state. Investment is what opening at that address costs — fit-out, brand fee, working capital and a refundable security deposit — so it moves with the local rent rather than being one figure for the whole city. Return is the financial verdict at that address — Strong and Viable return the capital on the modelled terms, Marginal and Weak do not. The table is ordered by fit; the recommendation is the highest-fit site that also pays back.

ON THE GROUND

## What stands at each shortlisted site

Each site in the ranking is named after the nearest locality in our registry, and that name can belong to a place a kilometre or two away. This is what actually stands within a short walk of each hexagon's centre, with the format's demand drivers and direct rivals counted within 1.5 km.

| # | Site | Nearby landmarks | Demand drivers | Rivals | Nearest rail or metro |
|---|---|---|---|---|---|
| 1 | Rochdale Village recommended | Locust Manor 564 m; Verizon 658 m | 15 | 17 | Locust Manor 564 m |
| 2 | City Line | Van Siclen Avenue 239 m; Cleveland Street 294 m; Liberty Avenue 787 m | 16 | 12 | Van Siclen Avenue 239 m |
| 3 | Bayswater | Beach 25th Street 659 m; Far Rockaway–Mott Avenue 865 m | 4 | 4 | Beach 25th Street 659 m |
| 4 | Parkville | Avenue I 219 m; Bay Parkway 281 m; 18th Avenue 711 m | 17 | 60 | Avenue I 219 m |
| 5 | Laurelton | Locust Manor 575 m; Laurelton 788 m; Verizon 100 m | 16 | 18 | Locust Manor 575 m |
| 6 | Hunts Point | Hunts Point Avenue 438 m; Southern Boulevard (exit only) 505 m; Whitlock Avenue 585 m | 8 | 9 | Hunts Point Avenue 438 m |
| 7 | Wakefield | Nereid Avenue 349 m; Wakefield–241st Street 355 m; Wakefield 524 m | 4 | 15 | Nereid Avenue 349 m |
| 8 | East Flatbush | Newkirk Avenue 816 m | 9 | 17 | Newkirk Avenue 816 m |
| 9 | Sunnyside | CUNY School of Law 820 m; Hunterspoint Station Platform 454 m; Hunterspoint Avenue 454 m | 43 | 190 | Hunterspoint Station Platform 454 m |
| 10 | Rockaway Park | Rockaway Ferry Landing 173 m; Beach 105th Street 296 m; Rockaway Park–Beach 116th Street 702 m | 6 | 27 | Beach 105th Street 296 m |
| 11 | Glendale | Middle Village–Metropolitan Avenue 344 m; Fresh Pond Road 965 m; The Shops at Rentar Plaza 506 m | 29 | 77 | Middle Village–Metropolitan Avenue 344 m |
| 12 | Flatlands | Kings Plaza 552 m; Target 573 m | 8 | 11 | Flatbush Avenue–Brooklyn College 1.2 km |

Landmarks are the nearest named universities, colleges, stations, malls, IT parks and hospitals within 1 km. Demand drivers and rivals use the format's own lists, the same ones the score uses, counted in a straight 1.5 km radius rather than the weighted catchment of the ranking table.

AREA COMPARISON

## The shortlist, side by side

The shortlisted areas compared on the same measures, so the trade-offs behind the ranking are visible rather than implied.

Rochdale Village has the single best site for Dunkin' at 78/100, but the field is tight — within 0.2 points of the next area, so the specific shop will decide it. City Line is the more forgiving area overall (68 average vs 55), so it is the safer choice if you cannot secure the single best address in Rochdale Village.

| Measure | Rochdale Village | City Line | Bayswater | Parkville | Laurelton | Hunts Point |
|---|---|---|---|---|---|---|
| Footfall | 56.0 | 73.0 | 21.0 | 76.0 | 47.0 | 43.0 |

| Measure | Rochdale Village | City Line | Bayswater | Parkville | Laurelton | Hunts Point |
|---|---|---|---|---|---|---|
| Residential density | 60.0 | 68.0 | 25.0 | 80.0 | 43.0 | 35.0 |
| Employment density | 55.0 | 67.0 | 23.0 | 74.0 | 54.0 | 46.0 |
| Retail intensity | 60.0 | 70.0 | 26.0 | 77.0 | 49.0 | 40.0 |
| Transit access | 61.0 | 85.0 | 21.0 | 88.0 | 47.0 | 51.0 |
| Affluence | 54.0 | 58.0 | 23.0 | 75.0 | 47.0 | 38.0 |
| Lifestyle amenities | 54.0 | 54.0 | 21.0 | 43.0 | 46.0 | 38.0 |
| Student population | 51.0 | 73.0 | 25.0 | 86.0 | 46.0 | 51.0 |
| Best cell score | 77.5 | 77.3 | 76.9 | 76.5 | 75.8 | 75.0 |
| Rent USD/sq ft | $106 | $114 | $75 | $120 | $99 | $78 |
| Points of interest | 758 | 505 | 83 | 415 | 428 | 295 |
| Data confidence | 0.44 | 0.50 | 0.39 | 0.48 | 0.42 | 0.43 |

All values are city-relative percentiles unless a unit is given.

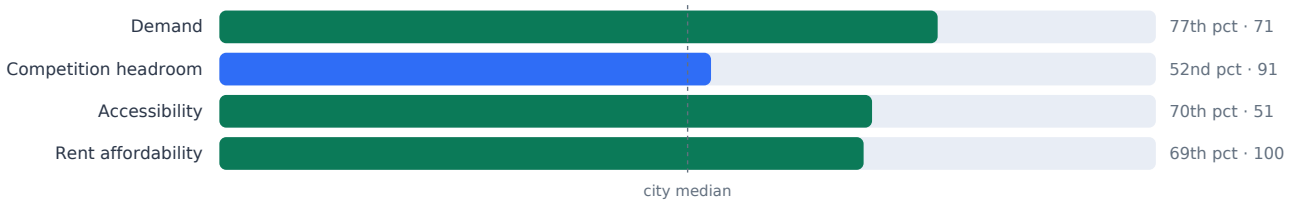
RECOMMENDED LOCATION

# Rochdale Village in detail

Rochdale Village is a good fit for Dunkin' (78/100). It scores because of estimated footfall (far more than an area this busy usually has), working professional index (far more than an area this busy usually has), it park proximity (far more than an area this busy usually has). Only about 1 comparable outlets trade in the catchment, so there is real headroom for a new entrant. The clearest weakness is estimated rent per sq ft (above the city average). Market rent here is around $118 per sq ft per year; this format models paying $100 for the frontage it needs.

78 location score · 1 direct rivals · 3 demand drivers · $118 market rent · $100 modelled rent · 7.7% rent to sales

“Demand drivers” counts the businesses this format trades well beside — for a pharmacy that is clinics, hospitals and housing; for a café it is offices and colleges. The ratio matters more than the count: 3 drivers against 1 rivals is a very different proposition from the same drivers against three times as many.




*How Rochdale Village compares with the rest of New York City on the four dimensions that drive the score. What this implies: a bar far past the median is a reason this site was recommended and a thing to confirm on foot. A bar well below it is the constraint you will be trading against for the length of the lease — it will not improve because the overall score is good.*

## What works in its favour

| Driver | Domain | City percentile | Format wants | Score impact |
|---|---|---|---|---|
| Estimated footfall | Lifestyle & footfall | 93 | higher | +3.9 |
| Working professional index | Demographics | 93 | higher | +3.5 |
| IT park proximity | Employment & offices | 100 | higher | +3.3 |
| Daytime employment density | Employment & offices | 91 | higher | +2.9 |

| Driver | Domain | City percentile | Format wants | Score impact |
|---|---|---|---|---|
| Catchment affluence | Property & rent | 96 | higher | +2.8 |
| Public transport access | Mobility & access | 85 | higher | +2.6 |

### What works against it

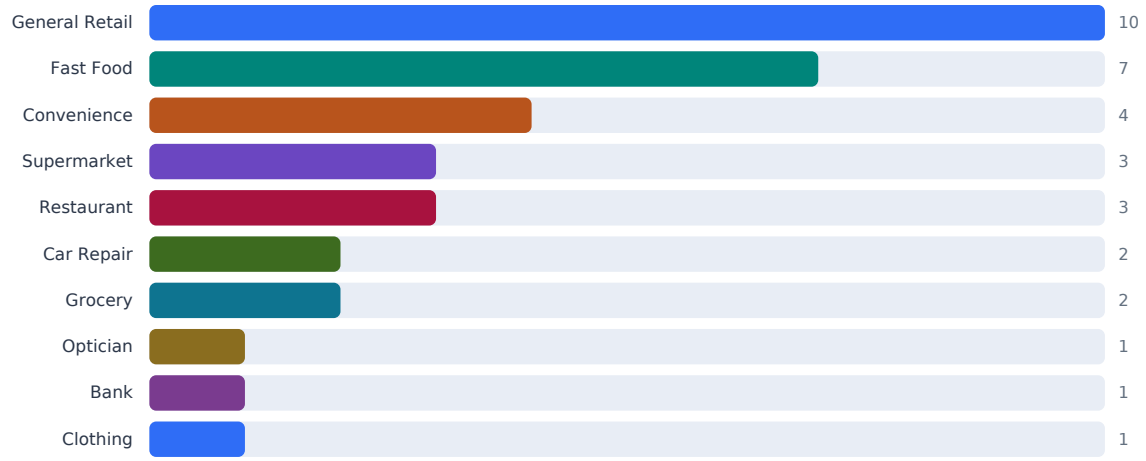
| Driver | Domain | City percentile | Format wants | Score impact |
|---|---|---|---|---|
| Estimated rent per sq ft | Property & rent | 71 | lower | -1.1 |
| Average competitor rating | Competition | 63 | lower | -0.6 |

COMPETITIVE LANDSCAPE

## Who already trades in Rochdale Village

Direct rivals for this format (café / coffee shop): 17 within 1.5 km; the nearest is Magic Soul Food, 516 m away. The chart below counts every trading outlet in the catchment, most of which compete for a different spend.

Of 201 mapped points of interest in the Rochdale Village catchment, 34 are trading businesses. The rest — housing, offices, institutions — are not competitors; they are the reason a competitor would want to be here, and are listed separately below.




*Count of trading outlets by category within the primary catchment. What this implies: a tall bar in your own category is direct competition for the same spend. A tall bar in a neighbouring category is usually the opposite — it means people already come here for that errand, and a compatible trip is the cheapest customer you will ever get.*

### Demand drivers nearby

| Type | Count |
|---|---|
| Sports Centre | 53 |
| Bus Stop | 32 |
| Apartments | 20 |
| Place Of Worship | 12 |
| Parking | 11 |
| Salon | 7 |
| Office | 5 |
| Fuel | 5 |

### Named outlets in the catchment

| Outlet | Category | Brand |
|---|---|---|
| Crown Chicken | Fast Food | crown chicken |
| Farmers Laundromat | General Retail · not classified | farmers laundromat |
| Jefferson Cleaners | General Retail · not classified | jefferson cleaners |
| Cheaper Peepers | Optician | cheaper peepers |
| Young's | Supermarket | youngs |
| The Guy & Friends | Restaurant | the guy friends |
| Malek Deli | Convenience | malek deli |
| RTS Auto Repair Flat Fix | Car Repair · inferred from the name | rts auto repair flat fix |
| Crisdan Grocery | Grocery · inferred from the name | crisdan grocery |
| Xinbao | Fast Food | xinbao |
| Neighborhood Laundromat | General Retail · not classified | neighborhood laundromat |
| La Bari Pizza | Restaurant | la bari pizza |
| 136 Deli Grocery | Grocery · inferred from the name | 136 deli grocery |
| Super Fantastic Deli | Convenience | super fantastic deli |
| Dragon Palace | Fast Food | dragon palace |

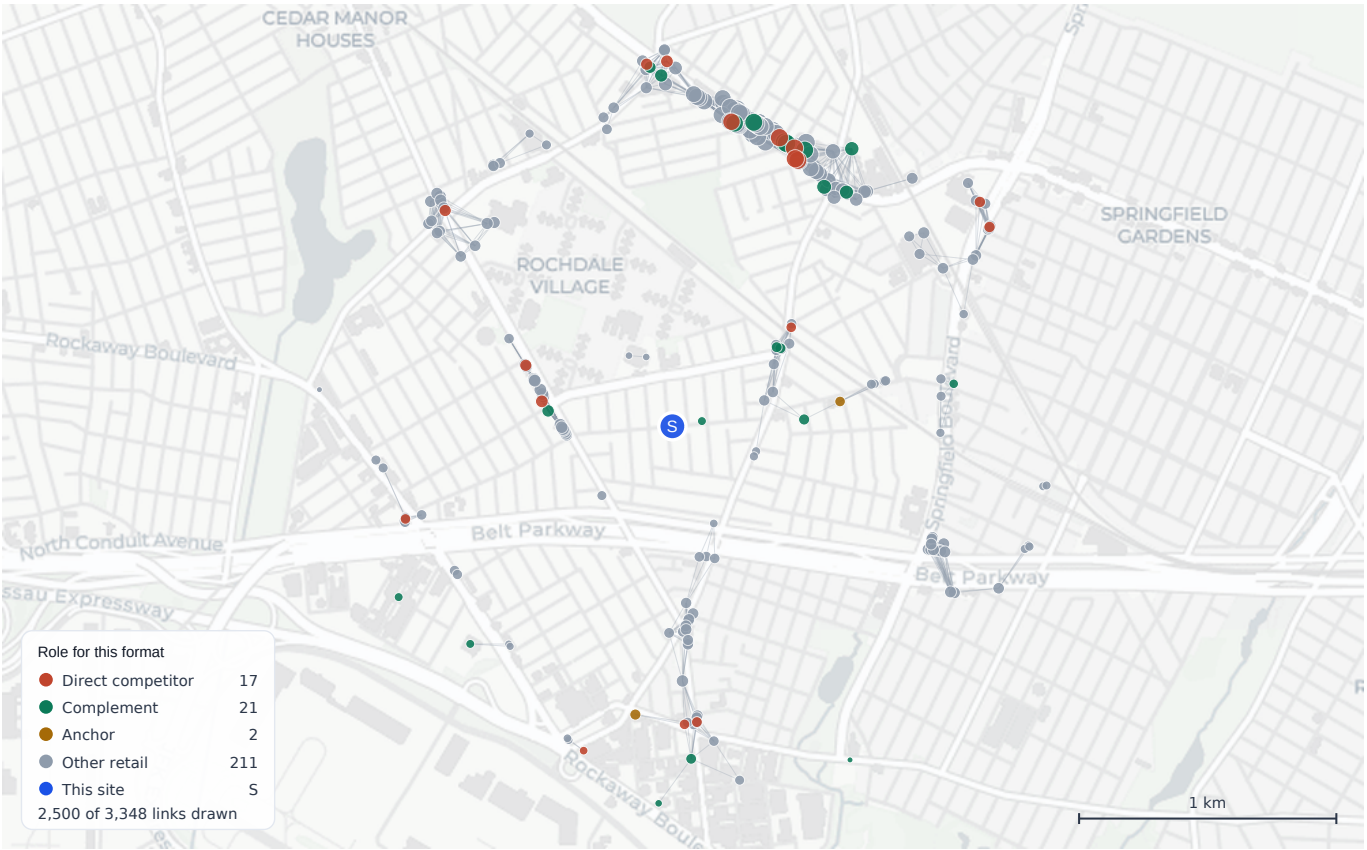
Outlet categories come from the mapping provider's own tag where it publishes one. Where it does not, the category is inferred from the business name and marked inferred from the name; where neither is available the row is marked not classified rather than filed under a category we cannot support. Counts reflect the last data refresh and may omit very recent openings — verify on the ground before relying on a low rival count.

MARKET STRUCTURE

## How the retail around Rochdale Village is wired

The retail here breaks into 8 disconnected pockets. Trading in one of them does not put a shop in front of the footfall in the others, and the pocket a site sits in matters more than the total count. 2 outlets sit beyond reach of any other.

251 outlets in reach · 3,348 links · 26.7 mean neighbours · 133 m median link




*Every mapped retail outlet within 1.5 km of Rochdale Village, coloured by what it is to this format. Two outlets are linked when they sit within 300 m of each other; dot size is the number of neighbours. S marks the recommended site.*

## Within walking reach

The nearest of this format's demand drivers is Verizon (IT park) at about 8.2 minutes' walk (659 m straight line). 0 direct competitors and 1 complementary business is inside three walking minutes, and none of the mapped rivals sits on an anchor approach route. Walk each anchor route at the trading hour you care about and confirm the crossings, the frontage and which units are actually open.

| Walking at 80 m a minute | 3 min | 5 min | 10 min |
|---|---|---|---|
| Direct rivals | 0 | 0 | 3 |
| Complements | 1 | 1 | 5 |
| Anchors | 0 | 2 | 11 |

| Anchor | Kind | Distance | Rivals on the way |
|---|---|---|---|
| Verizon demand driver | it park | 659 m | — |
| P.S. 80Q - The Thurgood Marshall Magnet School | school | 261 m | — |
| South Rochdale Playground | park | 315 m | — |
| Locust Manor | railway station | 564 m | — |
| Rochdale Park | park | 613 m | — |

Derived: straight-line from the centre of the purchased cell. Anchors this format names among its demand drivers are listed first.

| Role for this format | Outlets |
|---|---|
| Direct competitors | 3 |
| Anchors | 11 |
| Complements | 5 |

| Role for this format | Outlets |
|---|---|
| Other retail | 183 |

Straight-line distance, not walking distance: a river or a rail line between two shops does not appear here. Treat a dense cluster as a claim to verify on foot, not as proof that the walk between two points is short.

BUILT FABRIC

# What the ground around Rochdale Village is like

The ground within a 1,000 m walk of Rochdale Village divides into 4,699 plots, of which 39 (0.8%) currently carry retail. Retail concentrates on frontage, not on area: the streets listed below are where a unit puts a shopfront in front of passing trade, and a plot one street back can be metres away and commercially elsewhere.

4,699 plots · 39 retail plots · 592 streets · 2.12 frontage per plot · 3 direct rivals

Of the retail standing on this ground, 3 units compete directly with this format, 0 are complementary, and 0 are anchors that pull footfall past it. A plot is worth taking for what trades around it, not for the count of shutters on it — the same units read as a crowded market or a proven one depending on which of these they are.




*Plots within a 1,000 m walk of Rochdale Village. Filled plots carry retail; outlined plots do not. Street thickness is the number of retail plots fronting onto it. S marks the recommended site.*

### Where the retail frontage is

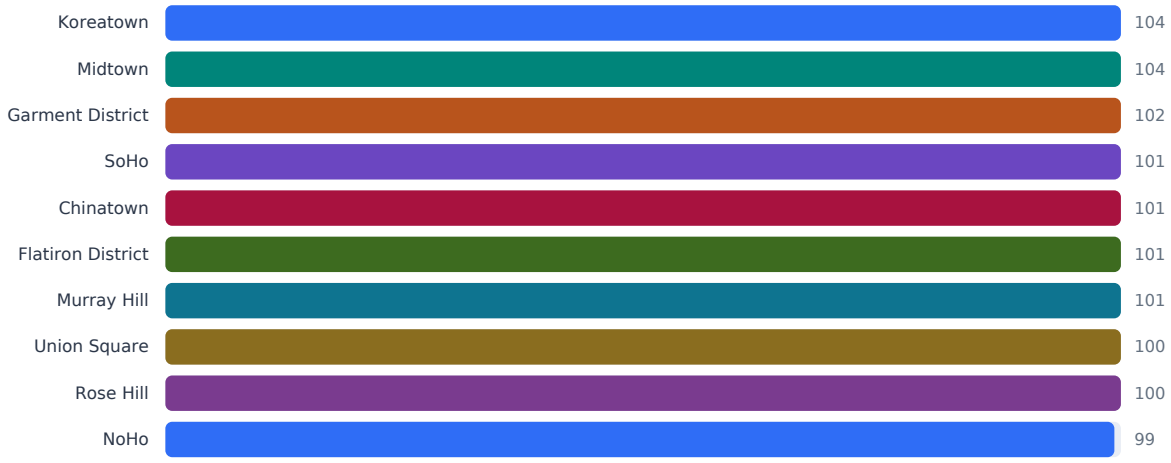
| Street | Type | Length | Retail plots facing |
|---|---|---|---|
| Farmers Boulevard | secondary | 52 m | 9 |
| Farmers Boulevard | secondary | 52 m | 5 |
| Farmers Boulevard | secondary | 109 m | 4 |
| Farmers Boulevard | secondary | 109 m | 4 |
| Farmers Boulevard | secondary | 47 m | 3 |
| Farmers Boulevard | secondary | 47 m | 3 |
| Farmers Boulevard | secondary | 101 m | 3 |
| Farmers Boulevard | secondary | 101 m | 3 |
| Guy R. Brewer Boulevard | secondary | 202 m | 3 |
| Bedell Street | residential | 192 m | 3 |

Plot geometry is derived from mapped building footprints and street centrelines. It describes how the ground is divided, not who owns it or what is available to let — confirm both with a local agent before acting on any single plot.

LOCALITY FUNDAMENTALS

## How New York City trades

The trading fundamentals of New York City's main localities, independent of any one format. Use this to sanity-check the ranking: a site should score well because its locality has the footfall, affluence and retail density to support it.




*Footfall index by locality, city-relative. What this implies: footfall is a measure of how many people plan, not of how many buy. The tallest bars are usually also the most expensive and most contested addresses in the city — read a high bar as "this location must be worth its rent", and a mid bar beside strong affluence and thin retail as the more interesting trade.*

| Locality | Points of interest | Footfall | Retail intensity | Affluence | Rent /sq ft |
|---|---|---|---|---|---|
| Koreatown | 740 | 104.4 | 108.7 | 97.1 | $766 |
| Midtown | 888 | 104.1 | 105.3 | 97.6 | $778 |
| Garment District | 853 | 101.6 | 104.7 | 97.2 | $759 |
| SoHo | 871 | 101.2 | 117.9 | 97.1 | $195 |
| Chinatown | 1,370 | 101.2 | 112.4 | 98.3 | $198 |
| Flatiron District | 824 | 100.7 | 105.1 | 96.5 | $736 |
| Murray Hill | 590 | 100.6 | 100.6 | 96.5 | $740 |

| Locality | Points of interest | Footfall | Retail intensity | Affluence | Rent /sq ft |
|---|---|---|---|---|---|
| Union Square | 900 | 100.4 | 105.2 | 97.0 | $748 |
| Rose Hill | 346 | 100.0 | 104.5 | 96.6 | $734 |
| NoHo | 1,109 | 99.3 | 112.7 | 97.0 | $193 |
| East Village | 1,766 | 97.1 | 108.2 | 96.8 | $192 |
| Midtown East | 1,032 | 96.0 | 99.3 | 93.7 | $678 |

MARKET GAP

## Where demand outruns supply

Places in New York City where demand runs well ahead of the outlets serving it. These are city-wide opportunities rather than recommendations for your format — read them as evidence of where the market is thin, and as candidates should you buy another plan.




*Gap score combines high demand with low competitor density. What this implies: a gap is a hypothesis, not a finding. Nobody trading in a place is sometimes evidence of unmet demand and sometimes evidence that others already tried; the score cannot tell the two apart. Check the demand column — a high gap on a low demand base is a thin market, not an opening.*

| Locality | Category | Example brand | Gap | Demand | Rivals |
|---|---|---|---|---|---|
| Oakwood | Café / Coffee Shop | Dunkin' | 76 | 84 | 2 |
| New Dorp | Café / Coffee Shop | Dunkin' | 75 | 90 | 6 |
| Bloomfield | Café / Coffee Shop | Dunkin' | 73 | 76 | 0 |
| City Line | Café / Coffee Shop | Dunkin' | 72 | 79 | 1 |

FINANCIAL ANALYSIS

## Unit economics at this location

Sample assumption to recheck. This frozen model uses 2% of revenue for marketing. Dunkin's official franchise page, checked 31 October 2026, publishes an advertising fee of 5% of gross sales. Every financial figure here retains the model's 2% assumption; these outputs must be rerun with current brand terms before an investment decision. Source: https://www.franchising.inspirebrands.com/dunkin

Modelled at steady state for Dunkin' at Rochdale Village, before financing costs, depreciation and tax. Every line is derived from the location's own demand, footfall and rent estimates — not from a brand-level average applied uniformly across the city.

$124.36k monthly revenue · $19.45k monthly ebitda · $165.02k annual ebitda · $9.57k monthly rent



Cogs · $34.82k (28%)
Staff · $31.6k (25%)
Rent · $9.57k (8%)
Variable opex · $7.46k (6%)
Royalty · $7.34k (6%)
Aggregator fee · $3.73k (3%)
Owner draw · $3.2k (3%)
Other · $2.5k (2%)
Other · $4.69k (4%)
EBITDA · $19.45k (16%)

*Where each unit of monthly revenue goes. A healthy retail format keeps rent under roughly 10% of sales; above 15% the location is usually working against you.*

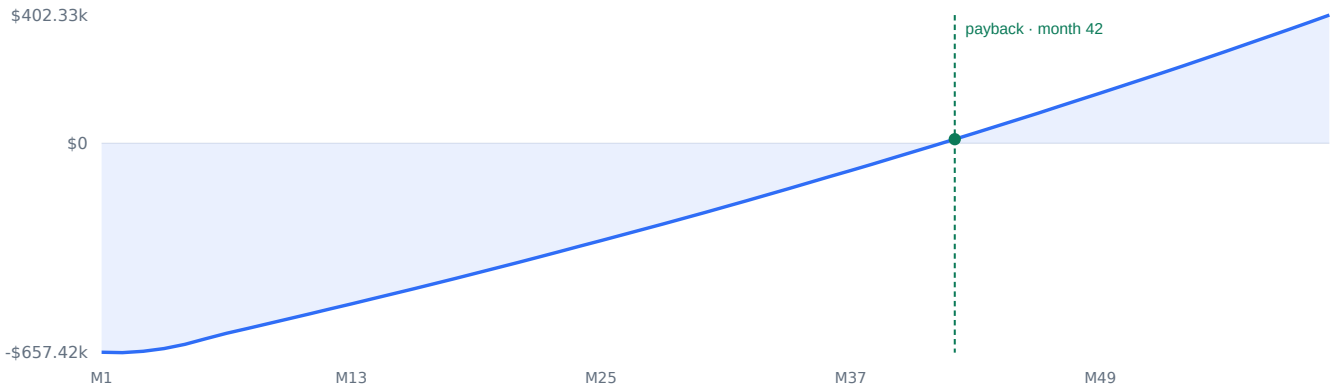
| Line item | Monthly (USD) | % of revenue |
|---|---|---|
| Revenue | 124,357 | 100.0% |
| Cogs | (34,820) | 28.0% |
| Rent | (9,568) | 7.7% |
| Staff | (31,600) | 25.4% |
| Royalty | (7,337) | 5.9% |
| Marketing | (2,487) | 2.0% |
| Aggregator fee | (3,731) | 3.0% |
| Variable opex | (7,461) | 6.0% |
| Utilities | (2,200) | 1.8% |
| Other | (2,500) | 2.0% |
| Owner draw | (3,200) | 2.6% |
| EBITDA | 19,453 | 15.6% |

INVESTMENT & RETURNS

## Capital required and when it comes back

$648.7k total investment · 42 mo payback · 19.9% year-1 roi · 19.5% 5-year irr

| | |
|---|---|
| Capital expenditure (fit-out, equipment) | $520k |
| Brand / franchise fee | $40k |
| Working capital | $60k |
| Security deposit (1,150 sq ft @ $100/sq ft per year effective, 3 months, refundable) | $28.7k |
| Total capital required | $648.7k |
| EBITDA break-even | Month 3 |




*Cumulative cash position over 60 months, starting from the full capital outlay. The marked crossing is the month the business has returned your invested capital.*

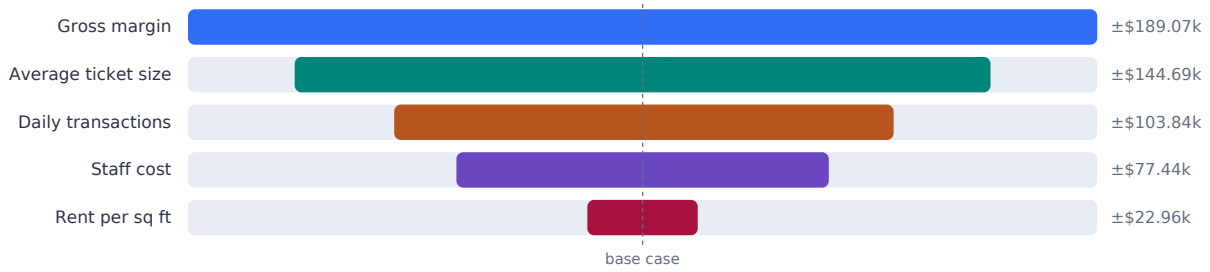
SCENARIOS & SENSITIVITY

## How wrong can the model be?

Three demand environments, holding the location and format fixed. The pessimistic case is the one to plan your cash reserves against — not the base case.

| Scenario | Monthly revenue | Monthly EBITDA | Year-1 ROI | Payback |
|---|---|---|---|---|
| Pessimistic | $85.81k | $2.26k | -4.9% | — mo |
| Base | $124.36k | $19.45k | 19.9% | 42 mo |
| Optimistic | $167.88k | $39.39k | 42.4% | 24 mo |

### Which assumption matters most




*Range of annual EBITDA when each assumption is varied ±20% in isolation. The widest bar is the number worth validating hardest before you sign a lease.*

RECOMMENDATIONS

# What to do next

Primary recommendation. Pursue Rochdale Village — good fit, ranking 100th percentile of New York City for this format. Viable — a real return, but sensitive to rent and footfall. Validate both before signing.

### Next steps, in order

1. Walk the catchment at Rochdale Village at peak trading hours and count actual footfall against the modelled demand index of 71 (77th in New York City).
2. Obtain three real rent quotes. Listings here ask about $118/sq ft; the forecast assumes this format pays $100/sq ft, because it does not need prime frontage. Anything materially above that changes the return profile — re-run the numbers before signing.
3. Verify the 1 competing outlets identified in the catchment and check for any opened since the last data refresh.
4. Confirm current franchise terms with Dunkin' directly — fee, royalty and fit-out specification drive the $648.7k capital estimate.
5. Plan cash reserves against the pessimistic scenario, not the base case.

### Credible fallbacks

- City Line — score 77, 2 direct rivals, rent $121/sq ft. City Line is a good fit for Dunkin' (77/100). It scores because of estimated footfall (far more than an area this busy usually has), public transport access (far more than an area
- Bayswater — score 77, 0 direct rivals, rent $99/sq ft. Bayswater is a good fit for Dunkin' (77/100). It scores because of estimated footfall (far more than an area this busy usually has), public transport access (far more than an area
- Parkville — score 76, 1 direct rivals, rent $117/sq ft. Parkville is a good fit for Dunkin' (76/100). It scores because of estimated footfall (far more than an area this busy usually has), public transport access (far more than an area

REAL-WORLD DATA

# How much of this is observed, and how much is modelled

Every figure in this report is modelled. No customer or field survey has yet been collected for the locations ranked here, so rents, footfall and competitor counts come from the platform's own model of mapped features rather than from anyone who has stood at these addresses.

That is a statement about our coverage, not about the locations. A modelled rent is a reasoned estimate from land use, retail intensity and transit access — it is how the whole ranking is built, and it is sound. It is simply not the same thing as a quoted figure, and this report will not pretend otherwise.

Rents and footfall that customers and our own surveyors record become part of that evidence base. As more real properties in this city are recorded, the ranking shifts from estimate towards observation — and this section will say by how much.

CONFIDENCE

# How much to trust these numbers

Limited confidence — data confidence score 0.49 on a 0–1 scale. Sparse source coverage here. Use the ranking as a shortlist and verify on the ground before committing.

Confidence measures how well this area has been surveyed, not how busy it is: the share of mapped outlets that carry a name, a named operator and a specific category rather than a generic building outline, plus whether more than one source saw them. It is deliberately independent of how many outlets there are, so a quiet high street that has been properly recorded can be trusted more than a dense suburb of unlabelled shapes. A high-scoring location with limited confidence needs verifying, not discarding.

## What this ranking does not cover

9,993 of 11,522 mapped locations had enough survey detail to be ranked. The remaining 13% were set aside — not because they scored badly, but because too few of the outlets mapped there carry a name, an operator or a specific category to judge them fairly.

Most affected: Arlington (13 cells), Mariners Harbor (14 cells), Laurelton (2 cells), Charleston (41 cells), Old Place (49 cells), Midwood (17 cells).

Thin data is a reason to visit, not evidence against a location. If you already know one of these areas, treat its absence here as a gap in public mapping rather than a verdict — and tell us, so the next build covers it.

DATA SOURCES

# Where these numbers come from

Each score traces back to attributed source data. Third-party data is used under each provider's terms and credited below; nothing here is redistributed as a dataset.

Where a source is silent, the platform models the value rather than guessing it, and the resulting uncertainty is reflected in the confidence score above rather than hidden.

METHODOLOGY

# How the analysis works

The city is divided into H3 hexagons at resolution 9 (~0.11 km² per cell). For each cell the platform builds a feature vector — footfall, residential and employment density, retail intensity, transit access, affluence, competition and modelled rent — then converts every feature to a city-relative percentile. The location score is a weighted blend of those percentiles, so it is a comparison within this city, never an absolute claim — and because blending pulls scores toward the middle, a score of 80 typically ranks well above the 80th percentile. Where the report says "Nth percentile", that is the share of this city's locations scoring below the site, computed directly.

Percentiles are weighted by a format-specific profile: a courier franchise weights employment density and vehicle access, an ice-cream parlour weights footfall and affluence. The weighted sum is the location score. Financial projections then flow from that score through a transaction model calibrated to the format's own ticket size and margin structure.

## This report's exact parameters

- SiteFinder — franchise fixed, location variable
- City: New York City · Franchise: Dunkin'
- Cells evaluated: 11,522 · Passed confidence and saturation filters: 5,764 · Shortlisted: 12
- City median score: 49.3 · Best in city: 77.5 · Mean data confidence: 0.41
- Scoring engine: rule-engine-0.4 · H3 resolution 9 (~0.11 km² per cell)

What this report is not. It is decision support, not a guarantee. It does not predict your execution, your staff, your landlord negotiation or your franchisor's approval. Scores rank options against each other within one city; they are not a forecast of profit. Verify on the ground before committing capital.

## What each analysis cannot show

- Location scores. A score is a comparison, not a measurement. This cell is ranked against the rest of the city on mapped evidence — businesses, amenities, transport and modelled rent — so it says where this location sits relative to its alternatives, never how much a shop here would sell. Demand and footfall are proxies built from what is mapped; a high score on thin evidence is a thin claim, which is what the confidence figure is for. Count the people, get the rent quoted, and confirm the franchisor will allow the territory.
- Catchment figures. Rings are geometry, not customers. The bands here are drawn by distance and travel time, and the household and footfall figures inside them are proxies derived from mapped activity — not counted people, not observed visits, and not anyone's decision to walk in. Where the built fabric has been drawn, the barrier-adjusted figure says how much of the ring is genuinely reachable on foot; where it has not, read the ring as an upper bound. Walk the catchment at the hour your format trades and count what actually plans.

APPENDIX

# Methodology, licensing and disclaimer

Methodology & versioning. Scoring engine rule-engine-0.4, report template paid-report-1.1, platform 0.4.0. Parameters were snapshotted at generation time so this report can be reproduced exactly.

Commercial figures are planning assumptions unless a source label states otherwise. Modelled figures are neither brand offers nor brand-supplied terms. Confirm current fees, unit requirements and territory availability with the franchisor. Financial outcomes are indicative scenarios, not guaranteed returns.

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