

Market Planning Analyst

Analytically focused - Detailed oriented - Able to visualize the big picture - Make strategic recommendations. Dollar General's Market Planning Analyst works closely with the respective real estate director and managers to ensure sites submitted support the overall real estate strategic plan. The Analyst will also work closely with Sr. Analysts and managers on corporate initiative projects and "best in class" research where applicable.

Duties and Responsibilities

1. Responsible for site analysis/sales projections of potential new and relocation opportunities in regional territory (typically 4 - 5 states). Sites submitted are scrutinized based on demographic, psychographic, and physical criteria and are modeled based upon a proprietary sales modeling technology and adjusted based on analyst's understanding of market conditions and analog store trends. All sites must be run through a new or relocation financial pro-forma to ensure they meet corporate hurdle rates. Analyst ensures that the site is consistent with the brand image desired by Dollar General and provides a sustainable competitive position.
2. Responsible for strategic planning of potential new and relocation opportunities in assigned territory ensuring an adequate pipeline to meet corporate objectives. All sites are evaluated, screened, and scored to develop a yearly strategic plan. That plan is presented to and executed by Real-Estate Managers and monitored to ensure compliance.
3. Responsible for market enhancement strategy for existing markets to ensure we maintain a profitable network of stores and can adjust to ever changing market conditions. All stores within a market are analyzed for current performance/profitability, real-estate characteristics, and competitive environment. Each store's lease is reviewed and an overall market plan is created to determine which stores need to be repositioned, closed, or complimented with new store locations. A financial analysis of alternative scenarios is conducted and a 1-3-5-10 year plan is developed to create the "perfect market." Once completed the analyst works in conjunction with his/her market planning manager and real-estate director and his/her management team to execute the plan.
4. Responsible for real-estate committee preparation/presentation at bi-weekly Real-Estate Committee meeting consisting of executive team members. Presentation specifics include a comprehensive market overview, surrounding store review, competitive positioning overview, and sales projection review. Analysts defend analysis with analytical data and explain variances and deviations from model projections often asked by executive team members.
5. Responsible for strategic partnership with real-estate directors through conducting research that leads to store opportunities in-line with the strategic plan. Examples include real-estate initiated site screening and the use of Co-Star real-estate software to find, screen, and communicate potential conventional locations that meet our market optimization plan.
6. Participates in internal consulting projects that require spatial and/or financial analysis as directed by managers; seeks feedback and assistance as needed. Sample projects include Competitor Impact Analysis, Store Closing Profitability and Sales Transfer Analysis, Potential Real-Estate Acquisitions, New Market Cost Benefit Analysis, Regional Mapping, etc.

- Ability to think analytically/Spatially and make assumptions/recommendations based on limited information.
- Ability to think strategically about store decisions and cause/effect analysis.
- Ability to effectively communicate and present to members of Senior Management.
- Intermediate knowledge of Financial Metrics and Accounting (P&L Statements, DCF Analysis).
- Excellent understanding of Microsoft applications (Excel, Microsoft, PowerPoint, Access).
- Ability to multi task, gather data from multiple sources, prioritize, and manage/manipulate data.
- Ability to work in a fast paced environment, stay organized, and deliver quality deliverables.
- Must be a dedicated team player, capable of working independently, and self-motivated.

Work Experience and/or Education

- Bachelor's degree from an accredited college or university in Business or related field.
- Two or more years in related field, market planning or strategic planning preferred.

Compensation will consist of a competitive salary based on your experience, with bonus potential.

Our Benefits Package

- Health, dental, Rx, vision and life insurance
- Long term disability
- Accidental Death and Dismemberment insurance
- Company matched 401(k)
- Tuition reimbursement
- Paid vacation
- On site child care, cafeteria and fitness facility
- On site ATM, post office and dry cleaning service
- Free covered parking
- Fun, values centered work atmosphere
- Corporate casual dress
- Relocation Assistance

Dollar General is an Equal Opportunity Employer