



SUCCESS STORY

*Barnes & Noble,
Ala Moana Center*

ALA MOANA CENTER
1450 ALA MOANA BLVD
HONOLULU, HI
96814

BARNES & NOBLE

INTRODUCTION

Barnes & Noble, with Colliers Monroe Friedlander as their advisor, has devised a strategy to roll out their book stores throughout the State of Hawaii. The company operates as a fiscal conservative while projecting their expense commitments to maintain a profitable company.

CHALLENGE

There were difficulties in locating a location suitable for Barnes & Nobles requirements within the trade area.

RESULTS

After rejecting many sites within the trade area, Colliers was able to serve up a portion of the former JC Penney department store in Ala Moana Center.

STATISTICS
30,987 SF OF BLDG



www.colliershawaii.com