



## SUCCESS STORY

*Barnes & Noble,  
Ala Moana Center*

ALA MOANA CENTER  
1450 ALA MOANA BLVD  
HONOLULU, HI  
96814

**BARNES & NOBLE**

STATISTICS  
30,987 SF OF BLDG

### 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.

