



# SUCCESS STORY

*Best Buy, Iwilei*

478 ALAKAWA ST  
HONOLULU, HI  
96817



### INTRODUCTION

Best Buy is known as a world-leading specialty consumer electronics retailer or as an innovative, Fortune 100 company with 1,300 and growing.

### SERVICES

After an island-wide search was conducted, a dozen sites were considered for Best Buy's initial stores in the Hawaiian islands. Working closely with Best Buys' research team, Colliers Monroe Friedlander was able to overlay the dozen specific sites within the pre-existing long-term trade areas that Best Buy targeted to serve.

### RESULTS

Iwilei and Pearl City were chosen as Best Buy's initial store locations due to the ability to build out a prototype store and the parking capacity to accommodate customers in the two largest trade areas.

### STATISTICS

50,188 SF OF BLDG  
3.67 ACRES OF LAND

