

Number Crunch

With Size Comes More Employees

BY RAY KEENER

The Top 100 Retailer list was first introduced in 1987 (I have the original list if anyone wants to see it). This year, *Bicycle Retailer and Industry News* and Boulder Sports Research (BSR), which compiles the list, added a new category called Five Star Retailers. This includes any dealer who's been on the list for five years straight.

"We feel that these consistent stand-outs deserve special recognition," said Thomas Prehn, president of BSR. "It also allows us to recognize more great dealers than we have in the past." The Five Star list is made up of 37 retailers, 11 of which were on the 1987 list.

Jeremy Arnold from BSR interviewed and surveyed all 137 retailers for BRAIN's Top 100 issue. "We're

looking at all aspects of their business, trying to spot trends that might help us compile an even better list in the future," Arnold said. The current list is based on voting from sales reps.

This month's chart offers some com-

Size Matters

Store Category	Five-star Average	Top 100 Average	Industry Average
square footage, largest location	13,327	8,918	4,831
number of store locations	3.3	2.1	1.2
number of employees	70	28	9

parative stats of interest from BSR's work. While store size and number of locations are fairly linear, the number of employees goes up more dramatically. One theory for this: multi-store operations need more non-sales/service staff (buyers, bookkeepers, warehouse help) due to their sheer size.