

153 Locations

Opened in 6 Months. 100% Hit Budget.

TNT Fireworks used GrowthFactor to open 153 locations on time for their make-or-break July 4th season — every single site meeting or exceeding projections.

100%

On budget

~\$500K Saved

Eliminated costly misses

10x

Sites per committee cycle

The Stakes: TNT's entire year depends on a 2-week selling window around July 4th. They needed to evaluate hundreds of sites and open 150+ locations in just 6 months — with zero margin for error on any of them.

HOW WE WORKED TOGETHER

- 01 **Market screening** — Flagged high-traffic July 4th hotspots with limited competition
- 03 **Go/no-go scoring** — Binary greenlight/redlight system for instant site decisions
- 05 **Dual-track evaluation** — Assessed both seasonal tent and permanent retail opportunities

- 02 **Historical analysis** — Built forecasts from previous years' seasonal performance data
- 04 **Weekly deal flow** — Reviewed 50+ sites per week with dedicated analyst support
- 06 **Rapid-fire approvals** — Standardized decks for same-week committee decisions

KEY METRICS

Seasonal tents	150
Permanent stores	3
Screening speed	60% faster
Sites per committee review	10x more
Missed deadlines	0



"From scramble to system." TNT captured revenue from 50+ sites that would have been missed and set up sustainable growth with 3 new year-round stores.

"Our business is very seasonal, and we have to manage evaluating hundreds of locations in a short time frame, while picking the best ones. GrowthFactor makes doing that simple."

Carson Anderson, Managing Director – TNT Fireworks

CAVENDER'S

3x Expansion Rate

27 new stores in 2025 vs. 9 prior year

BOOKS-A-MILLION

8.9x ROI

Platform paid back nearly 9x in year one

LIL SWEET TREAT

4x Growth

2 to 8 locations in one year