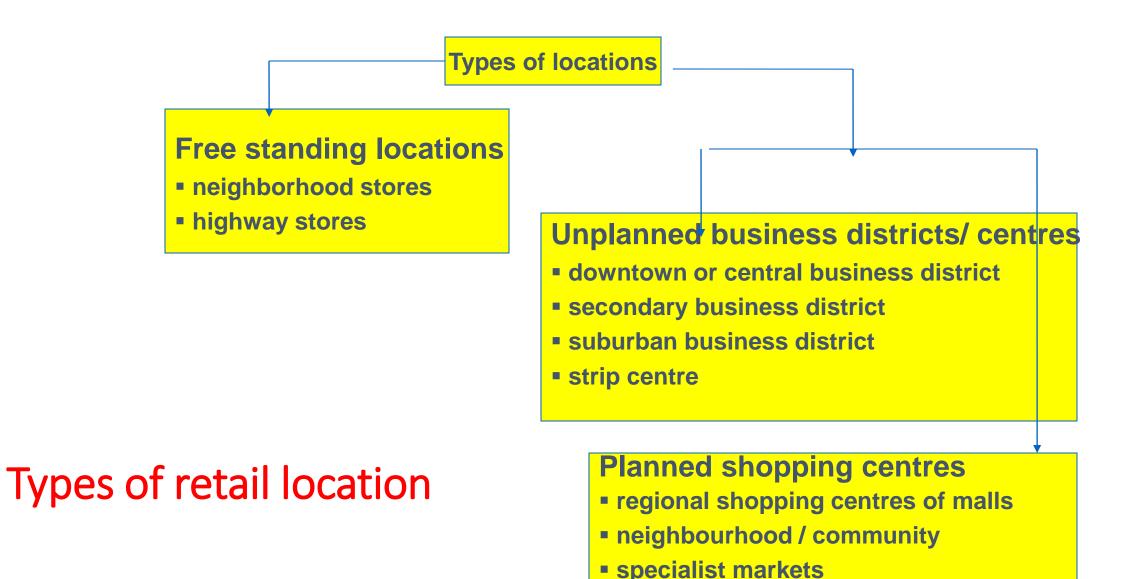
Levels of location decision and its determining factors

A retailer takes a location decision based on:

- selection of a city
- selection of an area or type of location within a city
- identification of a specific site



periodic/ weekly markets

Trading area

A trade area is contiguous geographic area from which a retailer draws customers who account for the majority of a store's sales. The trade area can be divided into three zones. The dimensions of these zones depends on the size of store, its location, and the nature of merchandise.

Trade area analysis

A thorough analysis of trade area is necessary to estimate market potential, understand customer profile, competition, develop merchandising plan, and focus on promotional activities. The following aspects to be studied are:

- Market potential
- Business climate
- competition

Site selection analysis

Six factors to be considered while selecting a site:

- kinds of products sold
- >cost factor
- >competitor's location
- > ease of traffic flow and accessibility
- parking and major thoroughfares
- >market trends

Selection of a particular shopping centre or market area

- Five factors influence the selection of a particular shopping centre:
- >merchants' association
- ➤ landlord's responsiveness
- > zoning and planning
- > lease terms
- building layout

Traffic count

- Pedestrian count: In this case, one must decide who is to be counted, where the count should take place, when should be included.
- Automobile traffic count: In this case both the quantity and quality of automotive traffic can be analysed.

The Concept Of Store Design

- Store Frontage
- Fascia
- Signage
- Internal elements of furniture
- Merchandising
- Display
- Lighting
- Graphics
- Point of Sale
- Deceration

Emphasis of design is not only on the aesthetic appeal but also on functionality and commercial

Flagship Store

These have been termed as larger than life statement about their companies and their brands.

- Space is used to impress
- Furniture and fittings are of highest quality
- Located in prime retail sites
- Eg. Apple Store on Fifth Avenue, Prada Flagship Store at NewYork

Principles Of Store Design

- Totality
- Focus
- Ease of shopping
- Change and flexibility

Elements Of Store Design

- Exterior Store Design
- Interior Store Design