

# 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

## Types of locations

### Free standing locations

- neighborhood stores
- highway stores

### Unplanned business districts/ centres

- downtown or central business district
- secondary business district
- suburban business district
- strip centre

### Planned shopping centres

- regional shopping centres of malls
- neighbourhood / community
- specialist markets
- periodic/ weekly markets

## Types of retail location

# 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
- visibility

# 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
- Decoration

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