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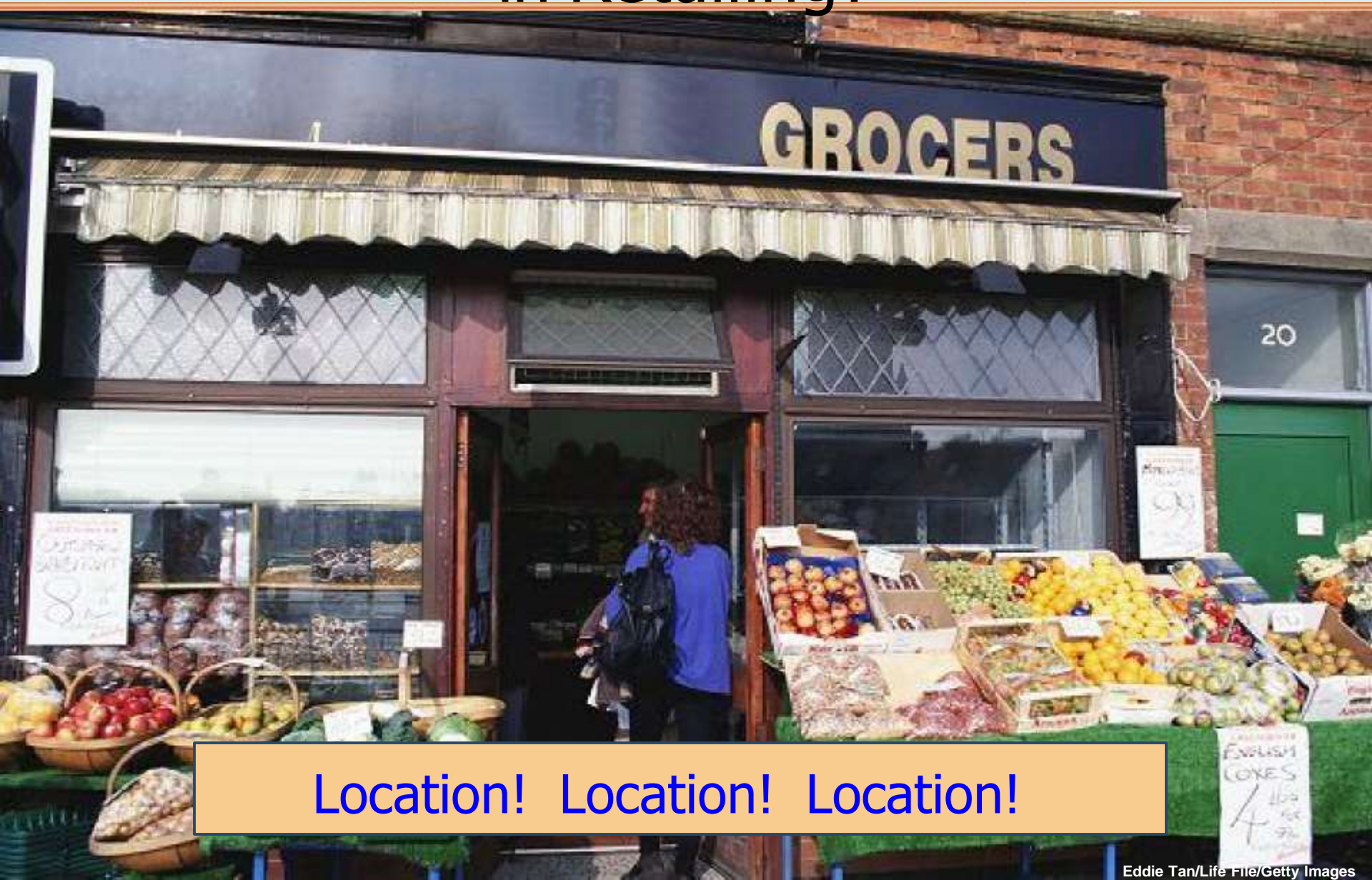
E-Content BCH-604 : Retailing Management

Lecture 14

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

What Are the Three Most Important Things in Retailing?

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Location! Location! Location!

Why is Store Location Important for a Retailer?

- Location is typically **prime consideration** in customer's store choice.
- Location decisions have strategic importance because they can help to develop sustainable **competitive advantage**.
- Location decisions are risky: **invest or lease?**

Selection of a store location

- Accessibility, Visibility, and Traffic
- Signage, Zoning, and Planning
- Competition and Neighbors
- Location Costs
- Others:
 - Is there adequate fire and police protection for the area?
 - Is there sanitation service available?
 - What is the crime rate in the area?

Types of retail location

A. **Freestanding sites**: location for individual store unconnected to other retailer

Advantages:

- Convenience
- High traffic and visibility
- Modest occupancy cost
- Separation from competition
- Few restrictions