

Part 2: 2-5 Placement of Store within Specific Site

The **placement** or location of the store within the shopping center or mall is also an important consideration for the retailer. Further, the placement impacts the job responsibilities of the visual merchandiser. An ideal location for a retailer is a corner space since there are at least two access venues for the consumer. Also, there is usually more window display space since the store is visible from two sides of the building. Therefore, more pedestrian traffic and vehicular traffic should be anticipated for the corner store.

However, since the corner location is considered a prime site, the rent frequently is higher than for other locations that are not as visible. Also, as previously discussed, the proximity of the location of competitive retail stores and stores that complement the merchandise mix of the retailer must be considered. Likewise, the traffic paths of the shopping center must be analyzed in order to assure the retailer the location is on the best side of the street for easy and safe access and that parking is ample in the area. A combination of all of the above factors must be investigated and evaluated in order for the retailer to make a wise decision concerning the ideal spot for a specific type of store in a particular center.

