

Part 3: 3-1 General Elements for Building Store Image

As has been previously discussed, the *history* and *origin* of the store many times flavors the opinion a consumer has of a specific retailer. Knowing the founders or family of the founders of a retail firm or realizing that a store is well established gives credibility to a retail business. Customers like to shop in a store that has a track record of success and is well respected in the community.

Another factor affecting the store image is that of the *original and/or current target market*. If the store has a lengthy history, has it maintained the original customer who has matured with the store; or, has the store targeted new consumer segments who demand different types and quality of merchandise assortments and merchandise presentations?

Other general elements that will be discussed in various parts of this section or have been described in the previous section include *placement in the channel of distribution, store location and surrounding environment, and tenant mix of the center*.

