

SECTION 2: Establishing the Retail Store Image: Six Step Method

Part 2: Investigate Trading Area

Introduction: Trading Area Analysis

Store location is an essential element of the store's brand image and impacts other image elements such as the store's external environment, including landscaping and parking areas; the store's architecture, both exterior and interior décor; and the store's promotional mix, especially the visual merchandise presentation and display techniques. Additionally, store location is a critical consideration when the retailer identifies its target consumer segment and establishes its merchandising policies and marketing mix.

In fact, **store location** is one of the most important elements in attracting and maintaining the desired target consumer. The geographic locality and the ease of access for traveling to and from the store are critical to developing the store image. The number of major arteries and access to the arteries leading into the retail area, the safety of the traffic patterns of these roads, the quantity of both pedestrian and vehicular traffic, the specific site availability, parking facilities, and the tenant mix, plus surrounding exterior environment are all components of store image. All of these elements must be analyzed in order to establish an effective visual merchandise presentation and differentiate and position one retailer from another similar retailer.