

Store of my dream

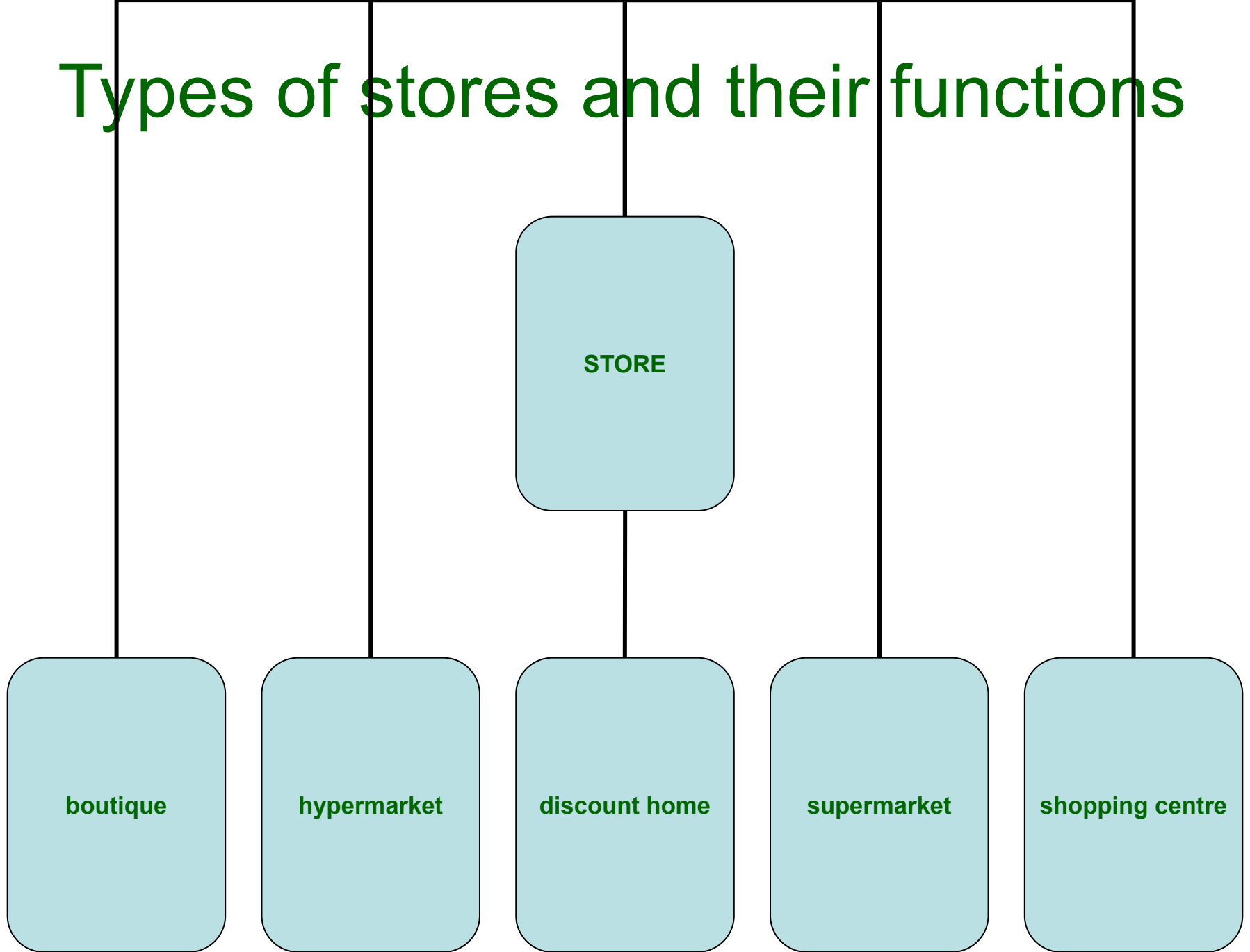


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Pra-10,1

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Types of stores and their functions



boutique

hypermarket

discount home

supermarket

shopping centre

STORE

Boutique

specialty store for
fashion goods



The Boutique Model

Hypermarket



- department store sales with area of 5,000 square meters. It offers a wide range of food and nonfood products primarily by self-service

Discount home

- a shop without decoration, with no individual customer service at all



Supermarket



- general store with retail area of 400 square meters. It offers a wide range of food and nonfood goods as well primarily self-service

Shopping centre

- a union in the same area of independent retailers and consumer services of different forms (food, textiles, coffee shop, hair salon) and sizes



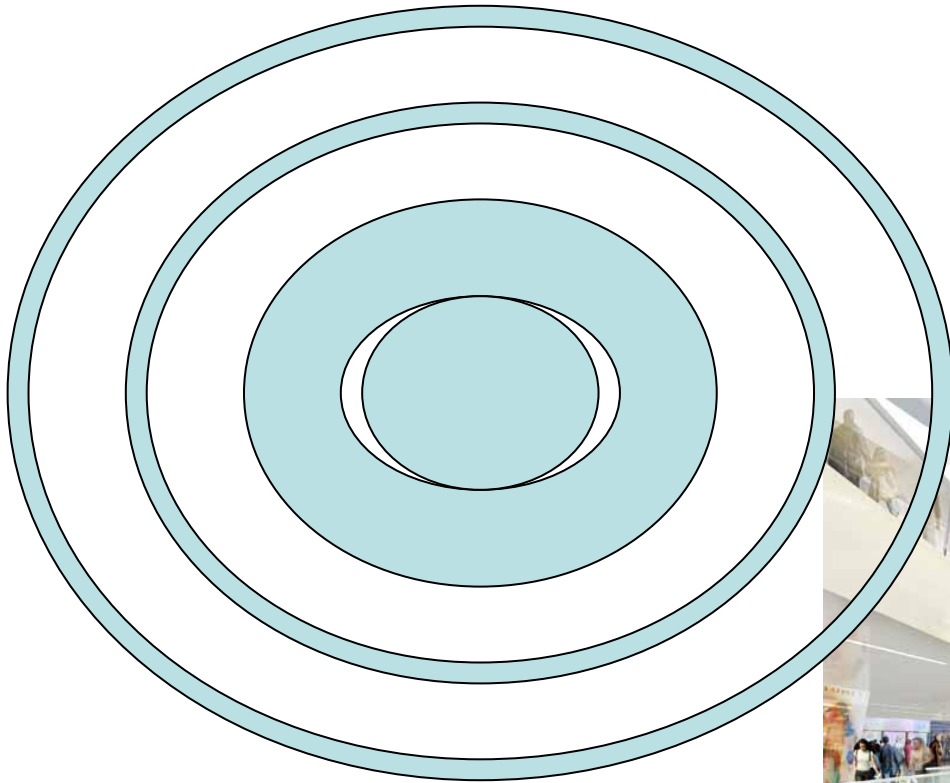
People's preferences for stores

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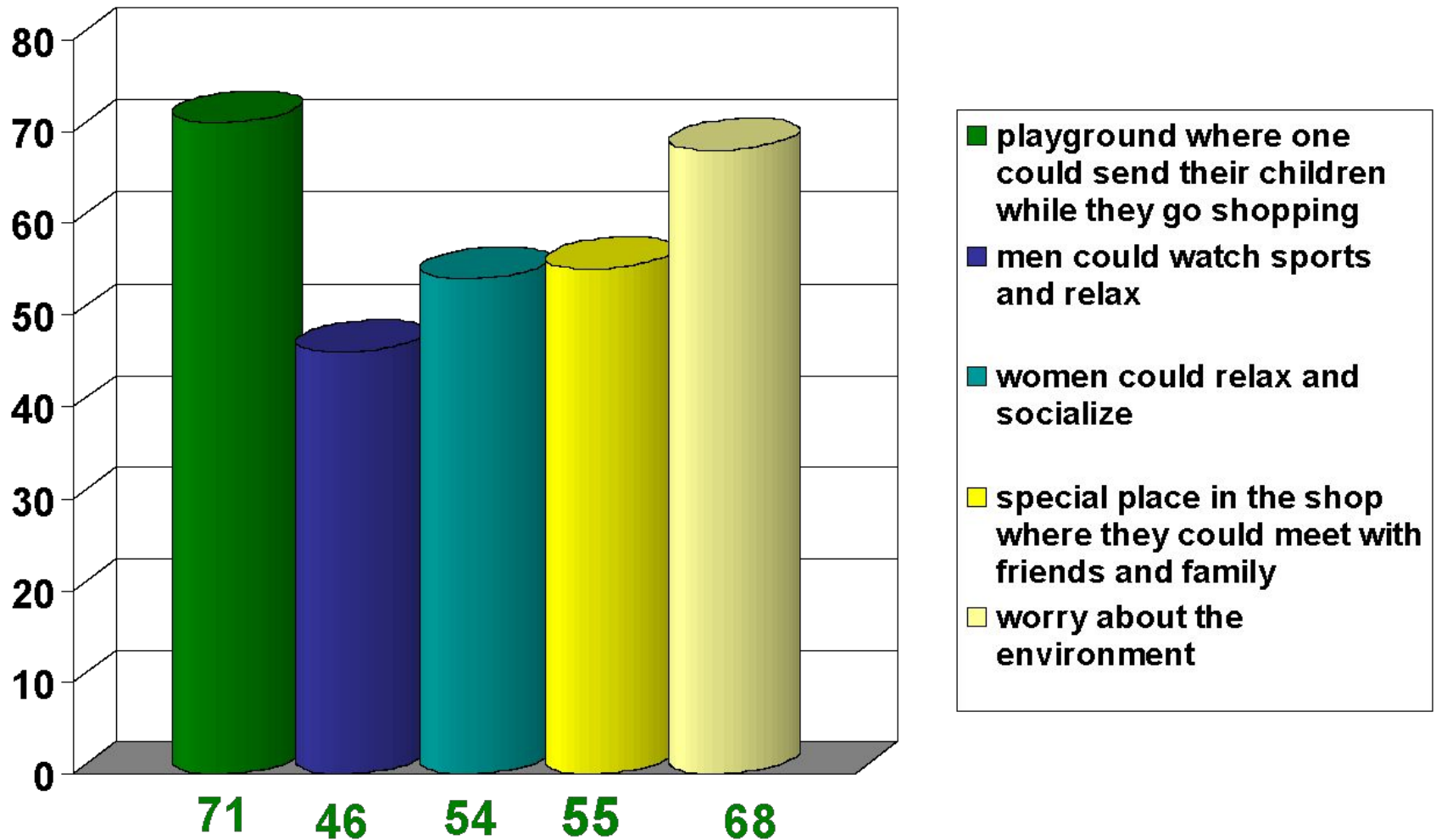
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People's preferences for stores



Store of my dream, as I see it



Store of my dream, as I see it





**THANK YOU FOR YOUR
ATTENTION!**