



LOKASI RITEL

Pemasaran & Bisnis Ritel

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TYPES OF RETAIL LOCATIONS

Many types of locations are available for retail stores, each type with its benefits and limitations. The two basic types of location are unplanned (freestanding and urban sites) and planned (shopping centers)



Unplanned locations do not have centralized management that determines what stores will be in a development, where the specific stores will be located, and how they will be operated



In planned locations, the shopping center developer and/or manager makes and enforces policies that govern store operations, such as the hours that a store must be opened

Freestanding Sites



Drugstore chains use freestanding locations for their stores with drive-through windows to make it easy for customers to pick up prescription pharmaceuticals.

Freestanding sites are retail locations for an individual, isolated store unconnected to other stores; however, they might be near other freestanding stores or near a shopping center

Urban Locations



Central Business District The central business district (CBD) is the traditional downtown financial and business area in a city or town



Main Street

Main Street refers to the traditional downtown shopping area in smaller towns and secondary shopping areas in large cities and their suburbs



Power Centers

Power centers are shopping centers that consist primarily of collections of bigbox retail stores, such as full-line discount stores (Target), off-price stores (Marshalls), warehouse clubs (Costco), and category specialists (Lowe's, Staples, Michaels, Barnes & Noble, Best Buy, Sports Authority, and Toys "R" Us)

Enclosed Shopping Malls



An increasing number of malls are using exciting stores like Forever 21 to attract younger customers.

Shopping malls are enclosed, climate-controlled, lighted shopping centers with retail stores on one or both sides of an enclosed walkway. Parking is usually provided around the perimeter of the mall



Lifestyle Centers

Lifestyle centers are shopping centers that have an open-air configuration of specialty stores, entertainment, and restaurants, with design ambience and amenities such as fountains and street furniture



Mixed-Use Developments

Mixed-use developments (MXDs) combine several different uses into one complex including retail, office, residential, hotel, recreation, or other functions.



CASE



TASK

Cari artikel 1 tahun terakhir mengenai fenomena keuangan pada bisnis ritel ! Berikan penjelasan dan Analisa singkat atas fenomena tersebut !



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU!

Do you have any questions?

