

Types of retail business activity

Retail channels

Physical stores/ shops

These are buildings that are located all over the country. Those located in cities and towns are often referred to as the high street.

Also located in out-of-town retail parks, shopping centres, local roads, and streets.

They come in many different sizes, shapes, and design. However, they all tend to have the same main facilities, features, and services within the shop.

Physical stores can attract many customers by having the products they sell on display.

Footfall is important for physical retail shops. This is the measurement of the number of people entering a shop.

Concessions

The owner of the concession retailer pays another retailer to sell its products in its store. It is one retailer located in another retailer or other venue. The concession space is usually smaller in size and will take up a small space within the larger (host) store.

Concessions can be manned or unmanned.

Online

Online shopping, which is also referred to as e-commerce and e-tailing, is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet. The Internet has made it much easier for retailers of all sizes and in different markets to sell their products and services to a wider range of customers.

Recently there has been an increase in sales from wireless handheld devices; this is referred to as m-commerce.

Online retailing allows customers to buy products without visiting a physical store. Can include retailer's own website or a third-party marketplace such as Amazon.

Markets

Markets are places, either indoor or outdoor, where there are many stalls that sell a range of products. Market stall owners, usually small-scale and independent, run the stalls.

Some markets are permanent in a specific location, others are temporary and may move location.

Catalogues

These are usually an in-print format displaying all the products available for sale. They've become less popular in recent years with the growth of e-commerce and environmental concerns.

Multi-channel

Multi-channel is using more than one of the retail channels to sell through. For most retailers this means selling in a physical store and online.

Often referred to as 'clicks and bricks' which means that businesses need to have a web presence (clicks), plus a physical presence on the high street or in shopping centres (bricks).

Using a multi-channel approach can increase the number of potential customers and therefore increase sales and profit.

Temporary shops

Temporary or pop-up shops often use vacant premises for a short period of time.

Some pop-up shops create and build their own temporary shops on the high street or in shopping malls.

Hybrid

A hybrid is a mix of two things to form one. Hybrid retail stores link the importance of a physical store with E-commerce and/ or hospitality and leisure facilities.

Include services such as cafés, bars, beauty parlours, fitness centres, and barber shops.

Hybrid stores aim to give shoppers a unique experience and links buying products to lifestyle.