

See discussions, stats, and author profiles for this publication at: <http://www.researchgate.net/publication/275648917>

Retail in Territory

BOOK · APRIL 2015

READS

28

5 AUTHORS, INCLUDING:



Pavol Kita

University of Economics in Bratislava

17 PUBLICATIONS 8 CITATIONS

SEE PROFILE



Tomas Sivicek

Jan Evangelista Purkyně University

3 PUBLICATIONS 0 CITATIONS

SEE PROFILE



Petra Olšová

Jan Evangelista Purkyně University

6 PUBLICATIONS 1 CITATION

SEE PROFILE

RETAIL IN TERRITORY

Pavol KITA et al.

J. E. Purkyně University in Ústí nad Labem

Faculty of Social and Economic Studies

RETAIL IN TERRITORY

Pavol KITA et al.

Ústí nad Labem 2015

RETAIL IN TERRITORY

Team of Authors:

doc. Ing. Pavol Kita, PhD. – University of Economics in Bratislava
Ing. Tomáš Siviček, PhD. – J.E. Purkyně University in Ústí nad Labem
Ing. Michaela Jánková, PhD. – J.E. Purkyně University in Ústí nad Labem
Ing. Petra Olšová, Ph.D. – J.E. Purkyně University in Ústí nad Labem
RNDr. Václav Novák, Ph.D. – J.E. Purkyně University in Ústí nad Labem
Bc. Ondřej Janda – J.E. Purkyně University in Ústí nad Labem
Bc. Nikola Málková – J.E. Purkyně University in Ústí nad Labem
Bc. Martina Vojtíšková – J.E. Purkyně University in Ústí nad Labem

Co-workers:

Bc. Jana Vávrová
Daniela Konrádová

Reviewers:

prof. Ing. Anna Zaušková, PhD., University of Ss. Cyril and Methodius
Mgr. Ondřej Slach, Ph.D., University of Ostrava

Scientific Editor:

prof. Ing. Jiřina Jílková, CSc., UJEP Scientific Editor

© Fakulta sociálně ekonomická, UJEP

Ústí nad Labem, 2015

ISBN 978-80-7414-904-7

Table of contents

Introduction.....	7
1 Retailing	9
1.1 Determination of methodological apparatus.....	9
1.2 Definition of business operations	12
1.3 Specification of the shop	13
1.4 Selling marketing concept of retail unit	17
1.4.1 Assortment of the shop.....	18
1.4.2 Shop classification	18
1.5 Implementation place of retail business unit.....	24
1.6 Brief summary of other scientific resources	26
2 Territory	28
2.1 Marketing of territory	30
2.2 Retail as a tool for marketing of territory	33
2.3 Geomarketing.....	35
2.3.1 Shopping behaviour of customers.....	36
2.3.2 Localisation of retail	37
2.3.3 Geographic Information systems (GIS).....	41
3 Retail in macroeconomic context.....	43
3.1 Development of macroeconomic environment.....	44
3.2 Retail development in EU, CZ and SK	47
4 Urban structure of Ústí nad Labem	55
4.1 Spatial structure of Ústí nad Labem	56
4.2 Retail network of Ústí nad Labem	62
4.3 Comparison of geographic information system in city of Bratislava	72
Conclusion	77
Bibliography.....	79
Annexes.....	85
Abstract.....	100
Index	102

Introduction

To know customers and localise them are marketing essential starting points. Therefore to correctly locate a retail business unit in given place is the main objective of vendor distribution policy. Retail sale is considered as distribution tool subjected to spatial, time and structural changes. For retail network spatial structure three basic principles of its forming apply; relative evenness of forming and concentration of retail network, hierarchy of retail availability and complexity of retail availability (Mitríková, 2008). The data are included in geographic information related to facts which are directly or indirectly connected to the place of segmentation.

The territory means a space in which an individual lives and moves or performs everyday activities. It consists of big amount of partial parts while its heterogeneity causes that to know it is extremely interesting, exciting and never ending fact (Halás, 2014). The territory characterised in connection to retail is not homogenous which is shown in intensity of its coverage with retail network. The pursuit of balancing the differences between the regions on the basis of social or economic indicators naturally brings certain organisation in retail on different structured level of shop classification.

The scientific monograph deals with territory questions within retail context. It brings particular cases of two cities, Ústí nad Labem and Bratislava. Above all it tries to identify the retail network characteristics using the example of the mentioned cities. The motivation to in this way focussed study of retail is based on the assumption that social-economic aspects are important for success or failure of the territory, its stabilising and further development of the given area.

The scientific work is divided in four parts in which wide spectrum of theoretical knowledge is applied; mainly in its first two parts. Other parts are characterised with strong analytical-empirical knowledge drawing from mainly from Eurostat statistical data and results of the research carried out within Ústí nad Labem and Bratislava retail networks.

The first part is generally dedicated to retail. It characterises the retail basic elements as retail business operations, shop, sale marketing concepts of retail business unit, implementation location of a retail unit. Together with a brief summary of other scientific resources it gives complex characteristics of retail development in the Czech market.

The second part is involved with territory. At identification and spatial structure of retail shops the information from geographic information system are applied. On their basis

it is possible to characterise economic facts and processes within spatial dimensions. They are questions of spatial economy analysis integrating not only the data presenting functions but also mathematical-statistical functions of computer software programmes serving as a base for geo-economic analysis for marketing managers of commercial units. Geomarketing can be briefly characterised as analytical tool represented by data file, information system for data collection and defining of the subject field.

The third part using available statistical data namely from Eurostat presents a descriptive statistical analysis of retail network development in the Czech Republic and Slovakia within the macroeconomic environment development.

The fourth part is involved in formation of information helping to make decisions in form of spatial presentation connected with cartographic map much more than in form of graphic charts or tables. The chapter of the scientific monograph represents application part drawing from realised research of Ústí nad Labem and Bratislava retail network development. Similarities or differences of actual development of particular towns can be found here. Schematic graphic illustration of both cities' territory lay-out together with the location of retail shop arrangements were applied within the method for knowledge obtainment. Therefore the geographic information system (GIS) allowing to visualise data on geographic map and to know surrounding territory and use the obtained knowledge in other sphere of human activity as landscape planning, administration of the territory or regional politics is the connecting element of the three parts.

1 Retailing

The activity of retail units includes processes related to sale of goods and services to final consumers, therefore to individuals and household for their personal needs. These activities are connected with movements of goods through retail business units as a part of goods logistic movement from producers to consumers. The important part of the retail business activities is realised in stationary retail business units with sale spaces (shops). Certain part of retail business activities is carried out at different places, i.e. in the retail without commercial spaces, which means that these retailers are using sale through catalogues, e-commerce, doorstep selling etc.

Due to advancing globalisation and internationalisation the inland trade has turned into important economic category with international character. In this context the term retailing is applied in connection with multinational business companies (Žbikowska, 2009), involved in retail at international levels. The term applies to companies with complete logistic facilities, which means that they manage not only own shops but also their own wholesale units, transport, modern information systems and they also perform other additional activities, function in other regions and are controlled by professional management.

1.1 Determination of methodological apparatus

The publication starts standardly with summary of examined questions current state of knowledge. It draws from and links to the results of previous publications and scientific activities of the authors namely in terminology which completes with further scientific and specialised knowledge from retail field namely from reviewed resources available in EBSCOhost database. This database includes to 6.3.2015 total 873 128 records for key word "retail"; at filtering only reviewed and in full text available ones we can obtain 58 935 records; in combination with phrase "Czech Republic" the database contains 203 items under the same limiting conditions. In comparison Google Scholar includes 1,52 mil. records¹ for the key word "retail" and 43 000 for the combination of words "retail" and "Czech Republic". At combining "retail" and "spatial" Google Scholar offers 163 000 and EBSCOhost 1 158 items.

¹ Without links to patents and quotations.

Spatial analysis is preceded by implementation of the questions in wider context. And this is done either by characteristics of examined territories and also by determination of basic macroeconomic frame in which the retail was moving in the monitored period. To this a descriptive analysis and comparative analysis of secondary public macroeconomic data from relevant resources serve, i.e. in particular mainly from Eurostat and national Statistical Offices – Czech Statistical Office (CZSO or ČSÚ) and Statistical Office of Slovakian republic (ŠÚ SR).

Considering the data aggregation on retail economic activity, the development will be evaluated collectively for economic activities G-I according to NACE ver. 2. and wider term trade for distinction. The evaluation of retail position in the economy itself is preceded by description of macroeconomic environment using basic macroeconomic aggregates; real GDP development in form of annual percentage changes starting with 2000 to the latest available data (2013 or 2014); price level development upon the harmonised index of customer prices (HICP) in the same period again in the form of annual percentage changes and on the general unemployment rate development resulting from the selective examination of labour force investigation (LFS) within the same period as not adjusted average year rate.

At determination of retail position in economy three macroeconomic indicators will be applied, the gross VAT development, employment and volume of retail trade. The data source is Eurostat, which made available data for 2000-2011 (or the last available year) and provides thus continuous time lines for different territories in comparable methodology. Compared to national resources its disadvantage is the shorter period without latest data at selected indexes. According to Eurostat methodology - the volume of retail trade represents the inflation adjusted development of incomes (in 2010 constant prices), while the data are recalculated to working days. Annual changes are subsequently re-counted as percentage changes of retail trade volume indexes. The economic activity according to NACE ver.2 at G47 is concerned, i.e. the Retail trade, except of motor vehicles and motorcycles. The period for which data are used is from 2000 to 2014, while the first value at recalculation is from 2001. Nevertheless, concerning Slovakia, Eurostat has fewer retail sectors available. Graphic charts and tables with three-colour scale are used for the visualisation.

With selected indexes descriptive statistical analysis of the incremental absolute values shall be carried out either in comparison with previous year and also for the complete

monitored period (2000-2011); further the structural analysis with view of changes in time and subsequent comparison of the analysis results for particular territories. The territory means: state (Slovak republic and The Czech Republic), i.e. NUTS 1, further the region (Ústí Region and Bratislava Region); NUTS 3. The territories are comparable on the NUTS classification basis though they may differ to big extent. The reason for this selection was the link to previous studies of the team of authors concerning the given territories and also data availability together with targeted interest in comparison of such different territories. Statistical Offices do not have publicly available data to the level of cities which are analysed further.

To the analysis of retail subjects active in Ústí nad Labem the Albertina database output will be used (updated to 30. 06. 2014). Firstly the subject with at least one employee active in the district will be filtered out. These will be further filtered subject to the postcode to the ones active within the municipal area. The data will be further completed with information on area from the Land Registry and items with incomplete data will not be further considered in the analysis. Then types of mapped retail units will be defined according to the classification of economic activities CZ NACE, subsequently the spatial data visualisation upon geomarketing cartographic techniques will be carried out.

For the assessment of urban availability of retail shops in particular cities the programme ArcGIS 10.2.2 with its tools from Esri shall be applied. On the basis of the ArcMap application this software is able to create maps. For monograph purposes also ArcCatalog application will be used, in which the necessary data for its formation are stored and processed. It is formed by databases through editing of individual data added to existing data contained in the attribution table. On the basis of this table it is possible to create a map. In addition to the formation of the very map, it is also possible to carry out the spatial data analysis, create graphic charts with objective to visualise better and enrich the resulting map informative value.

For the comparison of distribution of retail units within the given territory, the local inquiry in Bratislava which took place in 2011 will be used. 17 Bratislava municipal areas were questioned which are further divided in 263 urban districts. Further details of applied methodology are in particular chapters or at the mentioned source institutions.

1.2 Definition of business operations

To provide physical movement of the goods through retail operation units a system approach is required, i.e. organisation and control of these units elements in a way that shop meets by its function its primary objective of the distribution channel last element - to sell the goods to final customers. The way the retail functioning (retail unit behaviour) is provided influences satisfaction and expectations of the customers and also profitability of the shop.

Business operations as determining factor of retail unit is formed by system of elements (Záboj, 2011) consisting of the goods, commercial-business operations (activities), mechanisation and organisation means and equipment. As other elements of business operations we can mention according to H. Starzyczna (2011) selling areas, employees, construction, technical and lay-out solutions of operation units to which also economic, legislation, marketing, financial and communication elements can be added.

Pražská and Jindra (2002) characterise business operations as inseparable element of logistic movement of the goods from producers to consumers. Subjects of the business operations are:

- goods having several forms - goods on its own as assortment, stock or also technological group;
- movement of the goods is provided by operations carried out by employees using organisational means and equipment, while the level of commercial-business operations is demonstration of know-how, processes, skills and management of human resources in business unit.

This is the reason why the business operations are characterised as a system formed by the mentioned elements and links among them while the following applies: that goods means determining factor of the business operations. The movement of the goods is realised in the commercial units (sale, commercial and retail units) and between them (transport technology), which are formed by construction-technical solution, staff and spaces together with their lay-out solution. General comprehension of business operations assumes the understanding of the operations and its technology as essential factor of commercial unit.

According to Z. Hadravova (1985) the business operations are represented by all spatial and purposefully determined sets of means used in trade for physical circulation and

realisation of the goods. The author divides commercial units in two categories: wholesale warehouses and retail units.

Viestová (2008) characterises the business operations as a shop, where the movement of goods is finished by the sale to the consumer. The sale improves upon knowledge of consumer needs, which allows to the retailer to become marketing specialist and merchandiser. The retailer also performs the function of a purchaser drawing from the needs and expectations of consumers in accordance with sale marketing concept, which enables to obtain high productivity and profitability through application of adapted tools for store management. Retailers thus become users of the state-of the-art technologies within the commercial section in order to satisfy better the consumer needs. The retail business unit can be characterised from several points:

- a) territorial (localisation in determined space),
- b) constructional (as a room or mono or poly-functional object),
- c) technical (technical equipment),
- d) legislation-organisational (part of certain organisational structure),
- e) operational-technical (lay-out of the shop, business hours, material responsibility, etc.),
- f) marketing (merchandising realisation point, i.e. the influence of shop arrangement and presentation of goods to behaviour of customers).

The shop, as retail unit, is essential component of logistic movement of goods from producers to consumers. New processes in commercial activities (concentration, specialisation, diversification, transforming processes, internalisation, globalisation, new forms of sale, increase of shop areas are standards, etc.) resulting in better satisfaction of consumer needs, led to adaptation of Slovakian trade and its retail business unit to the conditions in European Union, i.e. the improvement of retail network and strengthening of market domination of the trade in relation to producers.

1.3 Specification of the shop

Kita (2011) characterises shop as a place where trade takes place. Shop can be defined as a space in which the goods is sold to final consumers and additional activities related to these basic commercial activities are provided for consumers. A shop can be named using various names, while these names result form its size (small shop, shop,

department store, supermarket etc.). Even 95 % of retail activities are basically realised through shops. (Viestová, 2008) The shop can be developed also by form of dual distribution without operation spaces, which despite the strong development (electronic trade, automat-vendor trade etc.) has supplemental character. The term shop is used in the sense of business retail unit. Terms like retail operations, sales operations, sale unit, commercial unit, retail unit and shop are synonymous in this case.

Czech law defines business premises subject to the Commercial and Trade Code. Business premises according to the Trade Code (§17 clause 1) is the space in which the trade is operated. Subject to this Code also a stand, mobile shop or any other space serving for sale of goods or provision of services are considered as business premises. Commercial Code (§7 clause 3) defines business premises as a space, in which business activities are realised. It is not specified further, it is enough if it is marked with trade name, name and surname or commercial name of business person.

In colloquial language the room in which the goods are sold the term trade is used, for instance the trade with foods meaning the shop with foodstuff. Formerly, namely before the Great War, during the war and in the after war period in times of food shortage the term co-operative shop was used. In 40's of the last century the bricked and vaulted (basement) rooms in small towns or city outskirts were called cellars. In the country the cellar was connected to commercial universality, i.e. it was possible to get here almost everything. The ongoing process of shop assortment specialisation and decline of universality are the reasons of withdrawal of the term cellar. Further colloquial term for the shop was the term wareroom, which used to be smaller room. The meaning of cellar and wareroom later becomes united.

Counter was traditional equipment of the shop and separated the sellers with products from customers. The counter served also as protection from theft from the part of customers. Due to reduction of costs the counters were gradually cancelled and self service shops were formed. The so called discount was a special type of the shop, which displayed goods in transport package without unpacking them to shelves.

In 20th century new formats of shops were developed which provided to distributors still bigger share and strengthened their position towards producers. In particular they are hypermarkets, discount retail units, small independent shops, shops at petrol stations, specialised supermarkets etc. In hypermarkets particular producer may realise 1-2% of

distributor's earnings due to surplus of offer and amount of goods items of the shop given format. This fact characterises the imbalance in favour of the distribution, which results in transition of power from producers to distributors. This inversion of power can be explained by the following reasons:

- a) concentration of purchases with intention to form better conditions for final consumer shopping. The distributors create distribution centres, which in some cases can be linked in super-centres with aim to purchase big volumes of goods (Paché, 2003);
- b) competition in sales support. The distribution is characteristic with competitive struggle upon prices, sometimes on the account of producer's margin;
- c) concentration of distribution in world scale. The efforts to create the best conditions for consumer shopping are supported by concentration of distribution enterprises, which allow them to strengthen their position towards the production and therefore also higher competencies in business negotiations. In relation to the producer the power of a distributor is mainly linked to higher volume of sales which they are able to realise and also by the share, representing their purchases on producer's sale.

Lately the atmosphere in relations between producers and distributors has been changed demonstrating a will to find new balance between them in direction of co-operation, when the producer and distributor as well pay their attention to shops, because final customer decides by 50 % to 70 % on purchase directly in the shop. This means that shop brings to producers bigger potential to sell their products and for retailer to increase their earnings (Durafour, 2009).

The shop is part of retail network. The retail network is formed by organised set of retail business units which is characterised with quality of spatial disposition, diversity, assortment mutual affinity, grade of competition, or certain co-operation and co-ordination of activities and quantity of amount, types and organisation of business units and capacity of them.

Some authors divide the retail network according to assumed development (Pražská a kol, 2002):

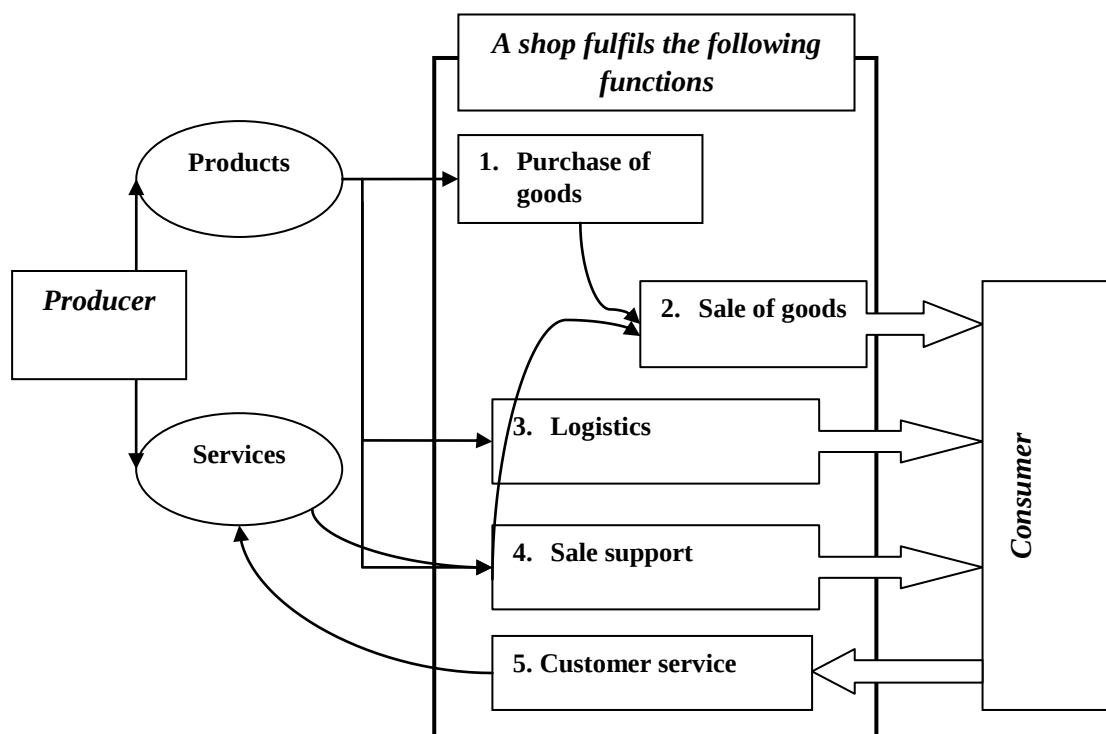
- primary network (orthodox retail units, i.e. specialised shops, department stores),
- secondary network (supermarkets),
- tertial network (e-business, automat-vendor sale),
- quaternary network (sale of fuels).

Function of the shop

Shop as basic unit of a company established by companies in their name and at their own responsibility for the purpose of sale of goods to final customers is personally and technically equipped for provision of the following functions of the company (scheme 1): purchase of goods, sale of goods, logistics, sales support and customer service.

First function is the purchase of goods. This function consists of purchase of goods and its objective is to sell the goods against to consumers in ready condition or after transformation, treatment or packing. Main tasks connected to purchase of goods are connected with storage of goods in big quantities, division of the amount (repeated sale of the lease possible amount), collecting of orders.

Scheme 1: Function of shop



Source: Kita, 2013

The second function is the sale of the goods for retail price to consumers. This function is realised in various ways through business units. Authors Vysekalová, et al. (2014) mention that it is not only the purchase of goods on its own, but also the impression the customer gets from the shop.

Third function is logistics of the operations. This function concerns control of physical flows, i.e. the transfer of goods and information flows linked to it (orders, invoices etc.) and persons in business units. The control of goods and information flows should be realised in conditions, which provide the highest possible cost-effectiveness: of the transport, storage, delivery, goods automatic identification system through bar code, exchange of information (EDI), administrative activities etc. (Kita, 2013). The most significant progress in logistics activities results from improvement of information technologies (Kotler, Keller, 2013).

Fourth function is sales support. Sales support includes the set of activities determined for promotion of the offer in direction to clients. Authors Karlíček, Král (2011) state in their publication Marketing communication that in most cases they are incentives based on price discounts - direct discounts, coupons, rebates and competitive packing and offer stimulating consumers to try given products, above all they are various door openers, premium gifts and competitions.

Fifth function is customer service. This function is output of logistic system and its level decides whether the shop maintains its existing clients and how many new ones it will attract. Limbeck (2014) points out to the fact that on the after sales service concerning orthodox product parameters of the delivery as transport, assembly, warranty etc. most sellers may decide only within certain limits. The seller should concentrate more on building business relationship with clients through for instance professional management of complaints and others.

1.4 Selling marketing concept of retail unit

The selling marketing concept of retail business unit is form of marketing allowing to the retailer to establish their position at target markets according to assortment, price, distribution and communication policy depending on market changing conditions. The aim of selling marketing concept of the retail business unit is above all to increase number of customers, their loyalty and revenue from sales.

In term of marketing any retail business unit should be interested in the following: customers of the shop, shop assortment, classification of shops, retail brand, price, shop location, communication mix.

1.4.1 Assortment of the shop

The assortment is made by systematically arranged set of products and services offered in the shop. However, the commercial offer of the shop is not formed by the assortment only, but also by tangible (architecture, equipment etc.,) and intangible (lighting, music etc.) components, services and staff of the shop, which concretise the names and type of the shop for the customers. Any shop type differs in assortment offer, communication policy, price policy and other characteristics.

Zamazalová (2009), Kislingerová (2007) in their publication differentiate retail units according to their assortment orientation in specialised shops that have narrow or large assortment of goods. Further in specialised shops offering very narrow and also very deep assortment and in mixed shops with wide and flat assortment of common consumption.

Srpová, Řehoř et al. (2010) divide shops according to assortment offer in standard; specialised; shops with long business hours; department stores; minimarkets, supermarkets and hypermarkets.

By assortment classification the retail unit may monitor mainly the rationalisation of work in particular units, utilisation of staff qualification, adaptation to consumer demand etc. (Cimpler, Zadražilová, et al., 2007). The scope of the assortment in retail is measured by the so called assortment complexity index measuring the width and depth of their sold assortment (Kozel, et al., 2011).

Zamazalová (2009) further states that in decisions on assortment in retail the category management principle is applied which divides the products of the shop in categories which are based on monitoring of customer shopping and consuming customs.

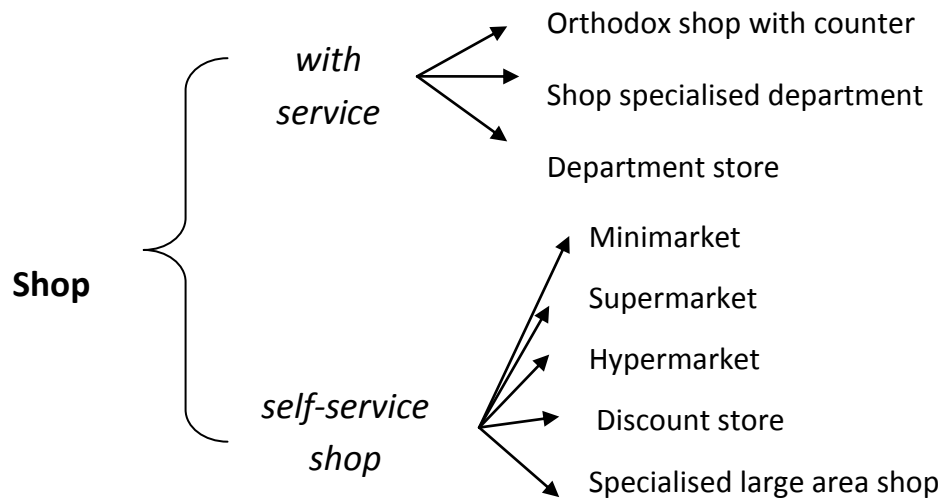
Services provided by the shops can be divided in basic or key and supplementary or peripheral (Vašítková, 2014).

1.4.2 Shop classification

Retail shops can be divided according to different criteria: form of sale, type of retail activity, type of shop, other criteria.

The form of sale characterises division of retail shops according to participation of the shop assistant in the process of sale of goods to customers, i.e. to his presence in particular phases of selling process, i.e. in the phase of informing the customer on shop offer, selection of goods, payment for the goods and delivery of the goods (scheme 2).

Scheme 2: Form of sales in the shop



Source: Own processing according to HELFER, J. P., ORSONI, 2007, p. 340.

According to the presence of shop assistant in particular phases of selling the following selling types are distinguished (Kita, 2013): sale with attendant or counter sale, self-service shopping, free selection, mail order and doorstep selling.

Attended selling or counter sale - this method assumes the shop assistant in all phases of the selling process, the assistant is convincing, kind, skilful and technically competent. Customer is divided from the goods by counter. Disadvantage of this method consists in big efforts of the shop assistant in order to sell common products (Wohe, Kislingerová, 2007).

With self-service sale far more bigger sale area is necessary than with orthodox types of shops, because the shop assistant in attended counter shop searches the required goods in the warehouse located near to the sales area. The self-service sale allows to reduce the staff costs, because it considers particular activities of costumers who have full access to the good in sales area and may view the goods as long as he needs (Mulač, Mulačová, 2013).

Free selection is combination of previous two sales methods, the orthodox one and self-service shop. Free selection gives a space to customers to decide independently, which is the reason why complete stock must be placed in the sales area. It exclude unstable to obstructing presence of the shop-assistant intervening only in case when a customer

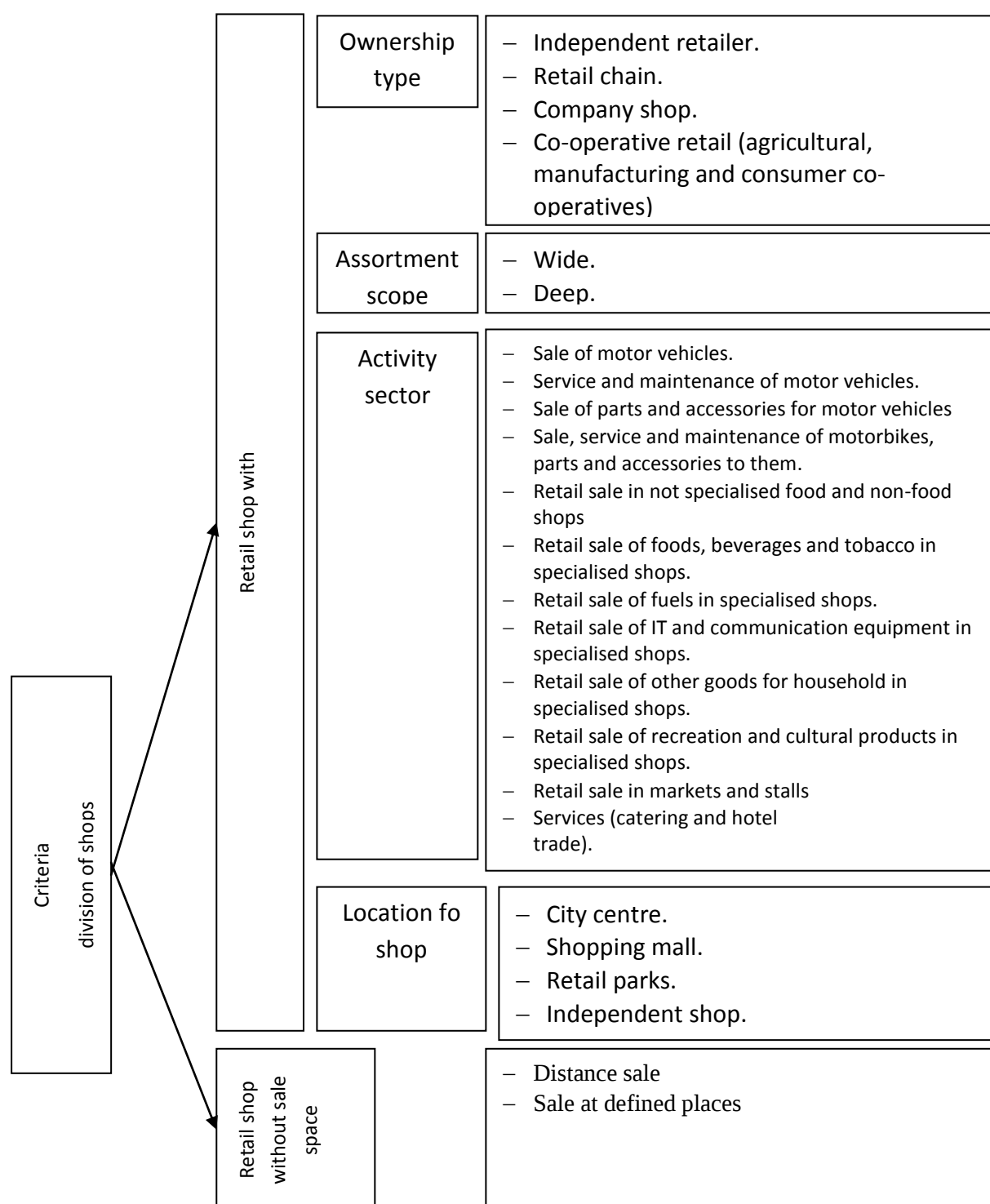
expresses interest in advice or in some of final phases of sales process, i.e. at payment and release of the goods.

Mail-order is realised through written and phone orders from customers upon their selection from leaflets or catalogues. The orthodox mail-order sale declines at present, original media are being replaced with modern information technologies - internet (Mulač, Mulačová, 2013). **Doorstep sale**, marked in technical literature as personal sale frequently depends on the way of the very presentation of the commercial representative. Commercial representatives are mostly paid in form of commission for realised business, which leads to application of manipulative practices on customers in order to realise the business.

Retail activities are realised according to the type of selling activity in retail operation spaces (retail store) or in retails without operation spaces (so called non retail store). Trade realised in retail store is typical representative of the trade. It can be divided in the network of shops with foodstuff and non-foodstuff. The second group of retail activities does not require any retail store. This kind of retail activities has been strongly expanding at present, while it is assumed that its share in retail revenues will grow further in comparison to orthodox sales thanks to development and expansion of internet network, construction of intelligent household connected to internet and deepening of retail services.

Type of the shop. Specialisation of shop assortment results in formation of particular types of shop differing one from another in many characteristics. Certain shop type is characterised with common technical and easily measurable characteristics, differing the given type shops from other shops. These common characteristics form shop format. The term is useful at determining of market shares of sale units. For instance hypermarkets are characterised with their form of sale (self-service), sales area and assortment. The shop format can be defined by other criteria, for instance by activity sphere (foodstuff etc.), location (city centres etc.), specialisation grade (number of goods types), business hours (for instance convenience stores are open 24 hours a day). Comparison of European and American retails units' results in setting of further criteria for shop format differentiation (for instance revenues etc.). With the division of shop types we can meet with more authors (Kotler, 2004; Zbroj, 2007; Climer, 2007; Szczyrba, 2006). The authors divide the shops in small-area and large area ones.

Scheme 3: Division of shops according to realisation of retail activities.



Source: Kita, 2013

In the small-area shops the following formats are included:

- **Shops close to residential area with sales area within 40m².** Shop service area is found within 5-minute walk range. The shop is fully owned by the owner and it is located within the residential area of the citizens. The unique character of the shop is given by neighbour relations between the shop owner and his customers. (Kita, 2013).
- **Specialised shops and closely specialised shops.**
- **Shops with mixed stuff with sales area within 120m².** Different goods of daily use are sold in this shop type. They are mainly located in the country and outskirts.
- **Self-service stores.** Characterised as smaller full assortment self-service shops completed with basic non foodstuff goods. Sale area from 120 m² to 400 m². They are located in city centres, at airports and similar places where there is not enough space for large area shops.

To the large area shops the following belong:

- **Supermarkets with sales are from 400 m² to 2 500 m².** They sell food and non food goods of daily use and common demand which makes 20 % of the sales area. Compact assortment groups are offered here, for which separated sections are set. Average time set for car transport of consumers to the supermarket with sales are to 1500 m² as maximally 10 minutes.
- **Hypermarkets.** Wide assortment of food and non food goods is offered here. In the offer of hypermarkets non-food stuff and fast-moving consumer goods prevail. Sales area over 2500 m². Hypermarket can be divided in two categories: with sales area to 5 000 m² and sales area over 5 000 m². However even hypermarket with sales area over 20 000 m² exist. Average time set for car transport of consumers to the supermarket with sales area to 10 000 m² is 15 to 20 minutes at the most.
- **Discount shops of foodstuffs.** It is a self-service form of sale, smaller amount of items than supermarkets, fast-moving consumer goods, no service for customers, low prices. Complete commercial packing is bought here. (Juračková, Horňák, et al., 2012)
- **Department store.** Department stores are located in city centres. Subject to offered assortment they are divided in special and universal (full assortment) department stores.
- **Specialised large-area shops** with minimum area 600 m². These shops mean a competition for traditional retailers in city centres. They offer non-food goods, low prices,

self-service from of sale, they are located in city centres or outskirts in shopping centres next to hypermarkets.

- **Shopping centre.** A set of retail shops and service providers acting as independent commercial real estate with minimum sales area and managed as independent unit. Shopping centres have their own parking areas.
- **Catalogue exhibition halls** are characterised with low price, they offer branded goods, coloured catalogues from which consumer make his choice, makes order, pays and takes the goods.
- **Company stores.** They offer part of the production from producers for lower prices within their own distribution. First company stores were focussed exclusively on company employees, later on their families and nowadays on any customer.
- **Category killers.** These are new specialised shop types using very low prices to compete with orthodox wholesalers.

According to Incoma GfK study from 2014, 43% of the Czech inhabitants prefer hypermarkets, one quarter of Czech households prefers shopping in discount, further 17% of addressed spend their money in supermarkets and remaining 15% of customers prefer self-service shops or counter shops. After 2008 the confidence in economy started to decrease which reflected in customer behaviour. This change of behaviour is caused by increased higher household costs which force the retail units to try harder and invest more in product innovation and shop marketing communication. Present customer starts to prefer more the smaller commercial formats.

To other types of European and American retail units existing in the market belong the following: (Kotler et al., 2007):

Superstore – it is a shop offering mainly foodstuff. Sales area is from 2 500 m² to 5 000 m².

Convenience store – it is a shop with narrow assortment and sales are from 50 m² to 300 m² which is open 24 hours a day. This type of shops is close to residence of its customers.

Warehouse club - retail units with wholesale warehouse character which sells to its members the goods for prices lower by 20 to 50 % than market prices for which these members sell to their clients in retail shops.

Catalogue showroom - it is a shop where the seller has their goods displayed, the consumers order the goods from the catalogue and pick it up directly in the shop.

Megastore - it is a shop offering wide assortment of certain type of goods, for instance books, DVD's, consumer electronics etc.).

Drugstore - a shopping centre with higher prices with business hours 18 -20 hours daily. It can be for example pharmacy, perfumery, bookstore, tobacconist's etc.

Conventional supermarket and **combination store** - almost analogous to European supermarkets or hypermarkets.

Warehouse stores are shops mainly with foodstuffs and their sizes vary from 1 400 m² to 6 000 m².

1.5 Implementation place of retail business unit

The selection of implementation place for retail business unit used to be frequently linked with the following questions: would be better to implement the retail business unit in city centre or at its outskirts? It is assumed that 60 – 70 % of retail revenues are realised in the outskirts compared to 15 – 20 % in city centres. It is necessary to mention that each implementation place requires certain specialisation of the shop. In the outskirts there are generally discount retail units, while in city centres there is common assortment or the best respectively. Even if the shops close to residential area have low share in total retail revenues, they also offer the implementation possibility. It can be stated that no ideal implementation place for retail business unit exists. The implementation places can be divided in:

- a) **City centres.** It is the oldest form of stationary shop. It represents spontaneous concentration of shops bordering town squares and streets belonging to public area. The shops are linked with town functions and namely with residential places. According to P. Madry (2006) to this category belong: centres of cities with more than 100 000 citizens; centres of towns with 30 000 to 100 000 citizens; towns centres and urban neighbourhoods to 20 000 citizens
- b) **Shopping centres (malls).** Shopping centres in Europe appeared in connection with after war reconstruction of urban districts. According to the definition of Urban Land Institute a shopping centre represents a unified set of shop business units which are planned, built and administered as one unit and which manages also parking places. Contrary to

the city shopping centres the shopping centre is a result of well-considered plan focussed on formation of optimum conditions for comfortable shopping consisting of retail units (spacious parking places free of charge, shopping malls protected from weathering, centralised management etc.). Size of shopping centres depends on given territory inhabitants buying power. The centre as a whole must provide customers with possibility of complex shopping (Čichovská, Čichovský, 2011). According to the authors Cimpler and Zadražilova (2007) regional, district and local shopping centres belong to the shopping centre category.

- c) **Retail (shopping) parks.** Retail park includes three and more independent specialised retail units with average sales area. Business units are situated in the space intended for commercial activities within one object with total area approximately 5 000 m² and more. Parking place is part of the project. Retail parks are located close to important highway access to town agglomerations. Retail parks complete the offer of city centres. The park concentrates its activities on the goods for personal use (garments, shoes etc.), household equipment (decoration, fabrics, furniture etc.), equipment for passenger cars and outdoor activities. Main benefits of placing the business unit within a retail park are: provision of promotion along important road communications, low rent. Considering placement in outskirts and size of their sales area, these shops offer products of low and medium price levels (Brown, 1996).
- d) **Independent business units** are situated separately, most often in smaller residential units, i.e. small municipalities and housing developments. Considering their possible territorial expansion no other business units are situated in their neighbourhood. On that ground they take advantage of their position and monopolistic position. Generally they used to be a busy road or tourist traffic area. Any retail unit can be separately situated under the condition that a satisfactory frequency of consumers exists which is essential for business activities.

According to the research of Jones Lang LaSalle (2014) the area of retail units was 3 315 624 m² in The Czech Republic– of which the biggest part of the area (72% of the total retail area) belongs to shopping centres 2 373 803 m². Further the investors are interested in construction of retail parks (25 % of the total retail area), to which falls 822 520 m². From the total volume of retail units the smallest built up areas belong to department stores (2 % of the total retail area) with 47 100 m² and outlet centres

(1 % of the total retail area) with 47 100 m². The Czech Republic, behind the Poland, is the second country in Central Europe where investors are strongly interested construction of retail units; nevertheless in 2014 due to the continuing economic crisis ČR registered annual decrease of construction of retail area by 35%. Upon the research of Incoma GfK (2015) 5 shopping centres were finished in 2014, within which the leasable area increased by 80.000 m², the lowest figure since 2011. For the future further decline of shopping centres expansion is assumed.

Per 100 inhabitants the biggest leasable retail area is in Prague - almost 80 m² followed by Usti region with 52 m² per 100 inhabitants.

1.6 Brief summary of other scientific resources

Before the fall of Communism the customers had not had such possibilities to select goods, shops or assortment, however with the change of regime a line of retail chains came to the market and created serious competition for already established retailers. The position of the customer in the market has been changed - the customer decides on his own what and where he buys according to his own preferences. Considering that the position of the client is essential for existence of business unit and has fundamental impact on competitive strength, the article deals with this aspect in relation to smaller companies and retail units of country type. As competitive strength measurement tool the so called Shopping Satisfaction Quantity system was applied which reminds Maslow's hierarchy of needs, where meeting everyday needs has the highest weight (31 %) (Beranová, 2011).

The transformation period of 90's was characterised with expansion of foreign investors, increase of competition and also by penetration of new forms in retail section (for instance cash and carry; hypermarkets etc.). Later we saw concentration tendencies and withdrawals from the market. However, generally it applied that foreign owners rather strengthened their share in the market (Šímová, 2010). The shopping centre boom changed customs of the inhabitants. Present shopping centres do not offer only shops with goods, but also restaurants and wide offer of how to spend leisure time, fitness centres, kid's corners which is appreciated by majority of parents. Nowadays, this comfort is taken as standard which accelerates building of shopping centres even in smaller towns or municipalities. It has been shown that the motivation for visit is very little influenced by

town or municipality size. On the other hand elderly less use additional services and entertainment and their visit frequency is lower. (Kunc et al., 2012)

Nevertheless, the quick expansion of retail chains initiated the discussion if it is sufficiently co-ordinated and whether any planning and co-ordination tools should be implemented for regulation of development. The results of the inquiry realised among the Czech Building Offices showed that it was not necessary to perform any legislation changes and to implement so called Retail Impact Assessment, because they consider the existing legislation as sufficient for regulation of big retail shops and chains. (Spilková, 2012)

According to the recent analyses the most important distribution channel with garments in 2013 was "Clothing, foot/sportswear and accessories" with 56,7 % of the total value based on retail selling price including taxes and levies). The threat of substitutes is relatively low for Apparel retail, but there are alternatives to orthodox distribution channels, like online sale though they are used also by the biggest clothing resellers. The value is estimated to grow by 30% to 2018. (Marketline, 2014a). Compared to this, the market with foodstuffs expects to grow only by 1,9 % from 2013 to 2018. If the supermarkets and hypermarkets represent with Apparel 20,1 %, than with the foods it means 49,9 % of branch value based on retail selling price including taxes and levies. (Marketline, 2014b). Retail of foodstuff in ČR reacts sensitively to change of prices in world and European markets. Nevertheless, with VAT change the price growth is transferred onto consumers. (Smutka et al., 2013)

As it is documented by the study of authors Podpiera and Raková (2009), the price dynamics of final product in the Czech market can depend on market power. During the change of market structure the annual price reduction of retail sale of products was by 0,8 % during 2000 – 2005.

2 Territory

Territory is part of land surface but it includes also all that is under and above it. In relation to the environment territory forms its physical part, namely then terrain, surfaces for activities, constructions and infrastructure. In the global point of view a territory means a non-renewable final resource, whose disposable area cannot be practically enlarged on Earth. In light of its use for human needs territory means potential whose utilisable part can be enlarged or reduced to certain extent depending on organisational, technical, ecologic and social-economic factors. (Maier, 1997). Particular use of any territory faces two problems according to Maier (1997). The first is that the source, in this case certain territory, cannot be assessed in the same way like goods (price of goods is result of co-actuation of market demand and offer). The market price for the plot can be set, but not for the entire territory. The plot price does not include external factors (activities on given territory and their impact on it). The second problem is the speed of economic and social changes. The speed of changes of territory market is disproportionally quicker than required speed of physical and ecological transformation of the territory. Due to these problems it is necessary to plan the territory development.

Maier (1997) also works with functional utilisation of territory and in connection to this the author defines three groups of factors influencing such utilisation:

- 1) Influences of location – to this category fall influences with impact on total attractiveness of the territory and on grade of furnishing with infrastructure particular types, therefore geographic availability for user, accessibility of resources, spatial links to other functional areas belong here;
- 2) Social and economic influences – include economic profile, development grade and prosperity of wider territory, qualification of its inhabitants, state and municipality tax policy;
- 3) Planning influences – the utilisation of territory is always influenced by public interest expressed in ground plans and decisions etc.

Solution of functional utilisation of areas is the main task for landscape planning. The landscape planning within its process pursues different objectives. One of them is to improve living conditions resulting in growth of life quality (in the sphere of living, work, culture, leisure time etc.). Another is responsible management of natural resources and protection of environment, within this context the questions of sustainable development are

solved. Last but not least the rational utilisation of territory is also task for the landscape planning. This is focussed namely on location and organisation of big residential and industrial complexes and infrastructure considering the protection of agricultural land and forest soil. Solution of urban territories where the main problem is control of their growth is specific objective of urban territory solution. Attention is paid to improvement of the environment, development of public transport and measures obstructing hyper-migration of citizens from centres to outskirts. (Opplová, 1994).

When localising a production plant transport costs and plot price are decisive. Prices of the plots in towns decrease in direction from the centre and on that ground production activities with small specific profit per 1m^2 of the plot are generally situated in less central positions. However, some companies prefer to remain in urban central parts despite to higher rent and prices, more expensive labour force, inconvenient accessibility considering various traffic limitations and blocks in city centres. All this due to advantage of co-operation with other companies, which results in their concentration at one territory. Intracity positions are also selected by companies with unusual production intended for small customer groups, subjected to fashion and frequent technological changes or innovations and also by young companies entering the market. The reasons for intracity localisation are direct contact with as wide as possible group of customers and immediate information on market development. (Maier, Čtyroký, 2000).

City centres are traditional "address" for office workplaces. Since long ago the management, administration and control have been main functions of city centres. Theoretical anchoring of company localisation is offered by localisation theories that are part of neoclassical and neoliberal theories of regional development. To find factors influencing localisation of economic activities and explanation spatial structure of economy is the objective of localisation theories (Blažek, Uhlíř, 2002). Though according to Blažek, Uhlíř (2002) the localisation theories are at present abandoned to great extent, the concept of localisation factors is still applied namely in connection to foreign investments and selection of location for new plants or with localisation of hypermarkets, logistic centres etc. There is existing a complete line of theories explaining spatial structures and development of territory, it is a large theme, considering its extent that exceeds scope of this work, it is elaborated for instance in the book of authors Blažek, Uhlíř (2002).

2.1 Marketing of territory

To solve the development questions of territory, its spatial structures and further connections can be done in various ways. Some of them were outlined above. Possible accesses and their classification are processed by Hlaváček (2012). He defines analytical-descriptive approaches and analytical-conceptual approaches to the territory analysis and development. In the sphere of analytical-descriptive approaches a line of aggregated indexes is used which are focused on assessment of state administration institutional development and quality. The other category of approaches uses analytical assessment for defining of territory development recommendations and strategies and they are often connected to strengthening of municipality competitive force.

Table 1: Classification of analytical-conceptual approaches

Professional aspect	Concept (method)
Marketing -planning	Regional (municipal) and territorial marketing, strategic planning
Company management	Benchmarking, New Public Management, CAF, EFQM, regional management, strategic planning
Social-economic	Healthy city (local agenda 21), community planning

Source: Hlaváček, 2012.

First category of approaches, the marketing planning one is relevant to the focus of this work. Basic aspect for joining territory and marketing is concept of the territory as a product. According to Ježek, Rumpel, Slach (2007) innovative idea is that territory must be formed according to needs and requirements of target groups and its management should be as efficient as with corporate subject.

In competitive environment in which particular territories or places occur it is necessary to search and utilise tools that can help territory to compete in such competitive environment. Territories participate in the process of territorial competition. Shape and quality of territory enters in decisions of particular economic subjects on their spatial localisation. Within this context soft factors like image of the place and its equipment gain still larger space. The territory is seen "in marketable way", it is a product that can be changed, assessed, promoted etc.; a product subjected to actuation of market demand and

offer. Territories mutually compete in attracting, obtaining and maintaining of inhabitants, business companies, entrepreneurs and tourists. (Hospers, 2004). The competitive struggle is thus more difficult because due to globalisation and integration processes the territories become similarly furnished (Hospers, 2004). In developed countries the territory infrastructure standard is set on certain quantitative and qualitative levels but due to its large expansion, this standard of offered assets and services is common to majority of places. Generally this quality and quantity standards cannot be further increased so competitive benefits are to be found other where, in natural differences of territories, their resource potentials and already mentioned soft factors. Even tiny details and intangible territory components like image of the place are often decisive and may be decisive factors for companies, other customer groups in the process of localisation. It is absolutely necessary to communicate and promote points of interest, attractions and differences that can mean certain competitive advantage and distinctive element in relation to competition. According to Landry (2002), the present competitive struggle of territories requires creative approach and those territories taking part in this competitive struggle must become creative territories. Strategies of place marketing are used to this objective. However, always applies that creativity must be realisable.

Location marketing strategy has been inspired by principles of marketing strategies characteristic for trade, or private sector respectively (Kearns, Philo, 1993). The inspiration by basic elements of marketing concept of management is essential, namely the objectives to meet needs and wishes of customers and obtain their satisfaction. Nature of the product, certain territory in case of location marketing, makes the difference. The way the customers perceive certain place can be influenced from particular government – through communication or adjusting to customer needs and wishes. When we work with territory as marketing product it applies that all that applies to products (products and services), also applies to territories and particular places. Territories are also products satisfying needs and wishes of various target groups among which inhabitants belong to (they search particular place for their lives, job and rest), business companies (they look for certain place due to localisation of their production, provision of their activity and obtaining of employees) and visitors looking for chances to spend their leisure time (Kotler, Haider, Rein, 1999 in van den Berg, Braun, 1999).

As mentioned above, the image of location plays essential role to certain extent in deciding of particular territorial localisation. This factor enters in the decision process of physical and corporate entities as well. In some theories, namely of geographers we can meet with the term "spatial cognition" instead of image (Hospers, 2004), which includes knowledge of particular economic subjects of certain territorial unit and also its subjective perception and assessment. This perception and assessment subsequently influences spatial behaviour of subjects and in many cases it becomes the decisive factor of localisation.

Therefore to knowingly create image which through its competitive advantage attracts and (keeps) customers is the effort of governments and administrations of territory. The positive image building strategy is known as marketing of location or branding. Communication plays basic role in these strategies. Particular attractiveness of territory must be definitely communicated and promoted together with its advantages in relation to consumers. Marketing of location also looks for balance of image, identity and required reputation, the brand (Hospers, 2004). Over time this tool changes in the strong government strategy which is to control targeted perception of territories, regions and cities and at the same time it falls within the context of still wider application of corporate practice and private sector management. In addition to the mentioned work on building of positive image, the marketing of location also includes development of the product in the sense of territory development in such a way that meets the demand of targeted groups (Greenberg 2008, Kvaratzis 2004, Kotler, Gertner 2002 in Eshuis, Braun, Klijn 2013). Though the marketing of location was originally and almost exclusively connected with tourist trade section, where certain tourist destinations were promoted, as time goes on it changed in completely integral component of territorial administration which in addition to the promotion and communication generally utilises further marketing tools.

Ashworth and Voogd (1990 in Eshuis, Braun, Klijn, 2013) created geographic marketing mix in the company marketing mix logic, which includes in addition to promotional measures also spatial-functional measures, organisational measures and financial measures intended to improve the place and its management. As mentioned before, marketing of location uses analogous tools like in case of corporate marketing. When it is applied it faces to many obstructions which come out from the differences between the private and commercial sectors. Eshuis, Braun and Klijn (2013) mention as first obstacle the difference and frequency of public and private groups which are included in the marketing of

location. From this difference and frequency result different and in some cases also mutually conflict preferences.

Within the corporate marketing company always decides what customer groups it will attend while other groups it can completely leave out; in case of "public" marketing particular administrations do not have this possibility and must attend all customer groups. Other problem is complexity of territory as a product, which is manifested in its frequent identities (Kavaratzis, Ashworth, 2005 in Eshuis, Braun, Klijn, 2013). Various customer groups always appreciate location different identities: tourist's value historical centres, companies will appreciate provision with information and communication technologies. Eshuis, Braun and Klijn (2013) finally come to the conclusion (upon performed inquiry), that main obstacles for marketing are political obstructions related to support for citizens, "classic" marketing obstacles related to marketing campaigns and scoring targeted groups and finally administrative obstacles resulting from municipality organisation.

However, there exist dangers when territory is dealt like with marketing product, the human aspect of the territory will be neglected which may result in a conflict with particular government responsibility to public (Hospers, 2004). Marketing of location must find the balance between the functions it should provide and its role by which it contributes to development of the territory and mission of the government (in relation to civic society) which administers this location. In case of marketing of location the co-operation of public and private sectors, consultations with citizens (individuals or rather with organised groups) and representatives of corporate section. From this co-operation it should result how to deal with the territory and how to form this product in the future.

2.2 Retail as a tool for marketing of territory

Urban territory and its parts represented by retail can be systematically controlled by territorial marketers (Bennison et al, 2005, Telle and Elms, 2009 in Teller, Elms, Thomson, Paddison, 2010). Clustering is historical necessary formula for retail localising. By placement in geographical closeness with other retail units the so called retail agglomerations are formed, that bring advantages not only to their "members" but also to customers, synergic effect are generated (utilising of infrastructure services, possibility of closer co-operation, more efficient exchange of information, shorter supplier-customer chains, bigger

concentration of customers etc.). These retail agglomerations are omnipresent element of city environment and therefore they are important part of the "location product".

Typologically two formats of agglomerations can be distinguished: evolved and created retail agglomerations (Teller, 2008 in Teller, Elms, Thomson, Paddison, 2010). Evolved agglomerations encompass retailing within central business districts, inner cities and main stress, whereas created agglomerations include shopping centres and malls of differing scales together with detail parks, outlet centres and strip centres. Evolved agglomerations develop naturally, while the created ones are planned. Irrespective of retail forms characteristic for the mentioned agglomeration formats to get and maintain competitive force is their universal need. The identification of attractiveness of localisation place perceived by customers is building stone of this effort. Agglomerations try to capitalise their localisation at attracting of customers, the mentioned marketing of location is the tool of this struggle.

Traditionally, retailing has not been in the spotlight of municipality governments, they did not see in it big importance for local economy, however, this view has been changed with time. For place marketers retailing means now a motivation of local economic growth and also in the view of city centre solution (influenced negatively by suburbanisation processed) is evaluated as the main attraction to comeback of citizens to city centres. Exploitation of any territory of a city (not only centre) requires the knowledge, who uses that place, which experience the users have with it or what do they expect from it and in what way its other users (also potential) contribute to its assessment and perception. Here marketing research assumes its role; on the basis of its results marketing strategies are constructed. These strategies must be focussed on specific user of the location in order to obtain bigger commercial success (Madsen, 1992 in Teller, Elms, 2012). Therefore place marketers need to know, why their "place/territory" is perceived as attractive in comparison with other places; all this in view of place user. In particular, it is necessary to know, from what the satisfaction the users obtain by "consumption of the product place" comes out .

Shoppers are important group of users, therefore customers with certain grade of loyalty or preferences to particular urban environment and at place localised retail agglomerations as well (Teller, Elms, 2012). This user group represents the main subject of interest for place marketers mainly due to the fact, that it is more expensive to attract new

clients than to keep the existing ones. The existing customers are or may be important place promoters (they communicate further their satisfaction, they contribute to the place promotion by so called oral promotion); their credibility lies in obtained credibility of attractiveness of territory in which they settled down.

For marketing use such component of the territory must be identified that can be controlled and which at the same time contributes to its attractiveness and retail localisation preferences. Teller (2008) specified three groups of characteristics that are relevant for retailing irrespective of the retail agglomeration type. First group are the "site-related factors" such as accessibility (the convenience of getting there, the speed of access and the obstacles on the way) and parking conditions. Second, are „tenant related factors“ such as the retail and non-retail tenant mix (the range, attractiveness and the number of well-known stores). Third, are „environment related factors“ such as atmosphere, ease of orientation and infrastructure.

2.3 Geomarketing

Territory includes numerical aspects that fore depending on objectives of the examination. Territorial aspect is one of them. Spaciousness becomes essential element for connection of various scientific disciplines. In their research, author Clarke and his team (1997) point out to the fact that shares of geography and marketing become clear as late as with application of marketing and managerial programmes in retail. The pressure of retailers on importance of territory grew with expansions of particular retail units, in other words due to competition. In their papers, Ghosh and McLafferty's highlight the growing support of spatial decision with help of analytical tools and technologies. (Cliquet, 2006)

Spatial economy deals with examination of economic facts and processes in spatial dimension. Author Latour (2001) details the questions of spatial economy analysis that serves as basis for the definition of **geomarketing**.

Geomarketing organises and combines various information from regional markets. This fact helps retailing to decide better on its marketing mix, to increase its penetration to the markets and make decisions on its suitable placement. Success of the realisation requires to pay increased attention to regional characteristic of the market.

Knowledge of market geography is important for the marketing due to different demand of given territory, which is influenced by income, structure of expenses, number of

household and their life style; different offers of products, services and their price level in given region. Supply and demand are generally divided, which accentuates the role of the seller whose task is to overcome this division by study of spatial behaviour of consumers and shopping centres as well, like the logistic chain of suppliers at regional, national and international levels. Last but not least, the importance of market territory knowledge lies in many economic activities in process here. For better provision of these activities the territory must be divided in smaller parts - segments. (Jones, 1999)

Within the segment the interests of producers and distributors are met at local level in the shop itself, both parties try to co-ordinate mutually the prices of products, to target correctly the required group using the marketing communication and in general to adapt their offer to local consumer requirements. (Cliquet, 2006)

The territorial knowledge of the market intervenes in the shop marketing control in three sectors mainly; by analysis of customer shopping behaviour, by selection of retail location and by very control of retail marketing activities.

2.3.1 Shopping behaviour of customers

The customers of the shop participate in the process of exchange and express their needs, i.e. they establish contacts with the retailer by entering in the shop, they look at and try the displayed goods, they inform themselves on features of the goods and may or may not to realise any purchase. The objective of retailer selling marketing concept is to convert an individual into purchaser realising a business transaction and deciding on selection of the goods.

To determine correctly the customer needs the seller has to learn to actively listen to the customers. Listening is active process and on that ground any seller should indicate that he really listens to the customer. Shop assistant should fully focus on speaking person, apply helpful body languages, maintain eye contact, nod and suitably change facial expression according to the speech of other side. Basic reason why to listen to the customer is to satisfy him or her by listening to them and to give them an impression of their importance. During the mutual communication the shop assistant may know the customer better and thus solve their problems. (Siviček et al., 2013)

Shopping behaviour of customers is influenced by elements of distributor's marketing mix. For better understanding of customer needs, their loyalty to retail unit and

product brand should be identified and further to distinguish the existing and potential customers. According to Sliwinski (2002) the construction of the relation with clients through the combination of marketing mix is important point within marketing control of retail. This author further affirms, that knowing the market on micro level helps to keep customers' interest in assortment of given retail unit. Even upon these affirmation the marketing of territory is described as a concept considering market heterogeneity while it adapts especially the shop price strategy and arrangement to local market conditions. (Kitchen, 1999)

On the basis of customer analysis it is possible to draw up a typology of customers, i.e. to create customer groups with aim to identify them and set common characteristics within given types. Sources of such type information on customer behaviour can be various. The data can be drawn from existing market researches, social-economical characteristics, image analyses, degustation tests, analyses of brand impression on consumer behaviour, legal and official regulations etc. Some multinational enterprises dealing in clothing openly require from their retail units to characterise typical factors of certain geographic sections influencing fashion and which could influence various clothing collections in given territory (Kita, 2011).

Customers are more and more movable and adapt their behaviour according to particular days or their mood. They distinguish from classic model based on analyses according to social- professional category and age groups. They are characterised with variable behaviour and inconsistency. The mobility of customers influences new business geography. Current challenges are oriented towards knowledge of customer behaviour and are related to (Douard, 2004):

- creation of new criteria of customer homogenous groups,
- reduction of importance of global approach to customers,
- higher integration of time factor and geographic dimension in the marketing,
- development of new distribution channels (direct marketing and the like).

2.3.2 Localisation of retail

In the theoretical field there is a great amount of theoretical studies dedicated to the **localisation of retail unit**. These studies come out from the effort to define optimal location of the shop within urban, regional or state infrastructure and at the same time they draw

from theoretical conditions of shop consumer visit rate frequency. The localisation of retail unit is connected with retailer business philosophy, character of environment shopping conditions and the very retail network. Authors Mulačové, Mulača (2013) describe the course of decision process on retail placement in three phases:

1) Selection of particular suitable location. To define a suitable location for retail unit the urban solution of the city, actual business availability, demand frequency, independent of group solution of the place and other circumstances are considered. Location is formulated as a demographic unit, like municipality, city and their particular parts that are able to accept a set of business units of certain format without extinction of existing shops. Each retail shop form is characterised with specific type of location corresponding its market position. Placement in shopping centres, city centres, at railway stations, airports etc. are considered. Optimal location reflects the assumptions of the environment that are necessary for success of particular business. Analysis of the location is based on the following three approaches:

- a) determination of minimal number of trades in terms of logistics;
- b) strategy of market saturation of given shop level to create a barrier preventing entering of new competitors.
- c) using the location for graduation of communication efficiency considering local media composition:

local tv, daily press and other media where sales support and promotion are distributed using the terrestrial transmission.

Within the decision on selection of suitable location the international business chains use as supporting tools:

- Retail Labour Index providing summary of labour force resources in given region.
- Global Retail Development Index evaluating market occasions of given territory. The index draws from evaluation of four group of factors: region risk rate; market attractiveness; market saturation and time factor. (Zamazalová, 2009)

Laulalainen (1987) points out that selection of territory strategy depends on several varying factors of particular territories, as state legislation, retail sector modernisation level, market structure, product life cycle considering the territory and possibilities connected to it.

McDougall (1995) states in his publication that determination of the location is important factor for correct defining of marketing tools which we know under the term "

marketing mix". And from this marketing mix it is mainly the " place" and its distribution tools with whose help a product gets from producer to final customer. Subsequent selection and application way of particular distribution tools in retail business depends mainly on the shop type and its position considering the market. (Clarke et al, 1997)

2) Spatial analysis of selected location. At assessment of suitable location the determination of economic of the location is considered together with location evaluation in terms of occupancy with competitors and retail unit capacity. According to Cliquet (2006) the spatial analysis measurement may serve as supporting element for delimitation of spatial strategies that come out from retail information system. Necessary data for spatial analysis are location of the shop and its opening hours.

More authors affirm that localisation of retail unit results from determination of retail operating range interest sphere. According to Moulinier (2005) the sphere of interest is characterised as geographical space in which potential customers for the shop are found together with other retail units and other items. According to the shop type the sphere of interest may have several tenths of meters or kilometres.

Each retail type assumes that customers are rather those who live or stay in its geographical immediate proximity than from further sites. Authors Cimpler and Zadražilová (2007), Zamazalová (2009) define shopping gradient as expenses of customers in retail unit in other location than their residence. Veber (2012) as attraction zone considers a space, where retail will operate and which it will need to provide its existence.

At present the shopping gradient is defined as measured border delimited by average time spent by consumers on travelling to the shop, where these consumers realise 80% of the shop revenues. This shopping gradient can be characterised upon curves with coincident time, it is better to consider the distance expressed in metres because these data consider the access of consumers to the transport infrastructure that can slow down or accelerate their way to the shop. The definition assumes the division of shop influence phase using curves expressing time distance starting with 5, 10, 15, 20 minute to 30 or more minutes. (Kita, et al., 2013)

Several factors actuate on the mentioned shopping gradient criterion, for instance the growing mobility of consumers causes, that the share of travelled distances grows compared to the number of relocations; growing share of time we dedicate to entertainment in connection with shopping; easy access to huge amount of economic

commercial information which partially decrease the balance of information asymmetries of economic subjects.

To realise the segmentation of shopping gradient zone consumers means to divide potential consumers in particular groups which have similar behaviour in relation to the trade. Depending on their character, consumers are divided in three types:

- **Customers living in proximity of the shop.** Many researches document that the 10-minute distance is statistically important in light of the term proximity. Consumers shopping in proximity of their residence belong to this type. These clients can be relatively easily identified because it is necessary to spent relatively low funds on marketing communication and sales support to acquire them. They are clients who realise their purchases in selling point operational scope;
- **Customers living in the shop gradient zone within distance of 10 to 40 minutes from the shop.** They are clients who have chances to select from various offers from different shops. Therefore consumers assign to the shops different values on the basis of their visit of the shop considering the access, price level, offered assortment range provided entertainment occasions etc.;
- **Customers living out of the shop gradient.** Consumers come to the place of sale on the basis of other activities than those that could be somehow related to the realisation of their purchase in the given shop. These customers make their shopping in certain shop, because this shop is near to their work or hospital, recreation centres etc. This means for the distributor to increase the attractiveness of the place using the shop marketing communication.

Once set the shopping gradient district the calculation of potential of the place can be carried out, it expresses the relation between number of individuals (or households in the shopping zone) and expenses of the individuals (or households) on consumption. This relation expresses the variable changing in time, i.e. number of persons who may become shop customers. Above all this depends on external factors like construction traffic, urbanisation process and changes of social and technical infrastructures etc. In case of the existing customers the shop visit rate depends on its attractiveness. The market potential value sets a border for retails from which any marketing expenses will not increase further demand. (Kotler, Keller, 2013) The calculation of location potential sale size allows to segment the customers living in the shop gradient areas, namely in terms of visit motives of

the shop and travel times; to estimate the market share, that the shop is able to get in certain location upon the realised segmentation.

Once we know the total potential of consumer expenses of certain location inhabitants we can proceed to setting of two important indexes for the localisation of sale place:

- degree of sale place influence showing the percentage expression of shop revenues in relation to the total potential of the shopping location;
- penetration rate which expresses the percentage of shop customers to entire population from certain region. (Kita, et al. 2013)

3) Evaluation of economic efficiency of particular retail construction project.

Preciseness and reality of spatial analysis is the assumption of correct administrative investment decision of retail unit. On that ground it is recommended to work with more pessimistic scenario at compiling of retail unit construction budget. (Mulačová, Mulač, 2013)

Dawson (1988) divides the development of territorial strategies according to targeted scope of particular retail chains like for instance the development of new retail shops in the given territory, change of placement of existing shops, lease renewal, adaptation of the place by expansion or reduction of the shop, modernisation of existing shops.

2.3.3 Geographic Information systems (GIS)

Data on market potential of the territory are necessary for obtainment of good results of retail unit, which allows to evaluate the retail turnover and assess the exploitation rate of the market. For highlighting of these values and visualisation of data in companies a geographic software is used which offers quick, objective and reliable results that serve as base for sale and marketing decisions.

The Geographic Information Systems (GIS) are tools of innovative approach to implementation control of retail units on corporate, local, municipal and central levels. These systems are represent the base for decision on implementation of business units. GIS systems have passed through a considerable development - from cartographic systems to present ones using analytical tools to great extent. Many authors see the importance of

these systems in their complexity; from the systems registering data on maps to spatial analysis systems integrating the geographical data statistical processing. (Anselin, Getis, 1992; Jiang, 1999; Križan, Tolmáči 2008, Longley, 2011; Kita, a kol 2013)

Retailing application of geographic information systems are focused on application of geographical data to provide operational, tactic and strategic context of decisions including the key question "where". Geodemography is used for combination of customer behaviour indexes at small territory as a tool within the given system. This tool is frequently used to understand the differences in behaviour of various customer types. (Longley, 2011)

Digital map is the output of GIS which allows to retailers to analyse data according to geographic zone or particular location of retail unit. Through the system we can optimise the location of outdoor promotion, analyse driving distances, particular access roads and buying power in the region, evaluate the transport accessibility of the shops, determine geographic analysis of customer portfolio (setting of strong and weak point in customer map) and other items. GIS is important for marketing decision mainly due to its two mechanisms:

- 1) GIS provides the way of the interior and exterior information in suitable format for marketing decision.
- 2) GIS provides the way for integration of interior and exterior information for more efficient realisation of marketing decision. (Ronald L. Hessa, Ronald S. Rubinb, Lawrence A. West Jr.c, 2002)

Contrary to paper maps, the specialised databases are richer by the information set on territorial attributes – for instance a packet of information on all shopping parks, schools, parks, roads etc. in the given territory. (Harder, 1997). The analysis of particular retail market data on digital maps offers advantages in immediate knowing of market potential, adaptation to trends and requirements of its customers, formation of complex analysis and planning of territorial space.

According to Reynolds (1997) GIS tries to profile the retail territory according to customer segments. This is especially useful for retailers whose clients are concentrated in certain segment for which they try to find correct products.

It is important to emphasise that GIS need to develop and adapt in order they consider changing needs of retailers like new distribution channels and new methods for sale increase.

3 Retail in macroeconomic context

Retail in post-communist countries has been dramatically changed, especially from the standpoint of costumers who are not limited in satisfying of their need almost by nothing due to liberalisation of inland and foreign trade within the transformation process. This process brought with it sensitively perceived price rectification during the first years after the change of the regime at one side. On the other hand it meant enrichment of the supply of goods. For companies who had till that time prices and sale guaranteed this meant higher competitive pressure which, however led to improvement of services and efforts to know better consumers and their needs.

From the big amount of indexes, for purposes of basic determination of retail position in economy, three macroeconomic indexes will be applied - gross added value development, employment and volume of retail trade. The data source is Eurostat, which made available data for 2000-2011 (or the last available year) and provides thus continuous time lines for different territories in comparable methodology. Compared to national resources its disadvantage is the shorter period without latest data at selected indexes. Considering the data aggregation on retail economic activity, the development will be evaluated collectively for economic activities G-I according to NACE ver. 2. and wider term retail for distinction.

With selected indexes descriptive statistical analysis of the incremental absolute values shall be carried out either in comparison with previous year and also for the complete monitored period (2000-2011); further structural analysis with view of changes in time and subsequent comparison of the analysis results for particular territories. The territory means: state (Slovak republic and The Czech Republic), i.e. NUTS 1, further the region (Usti Region and Bratislava Region); NUTS 3. The territories are comparable upon the NUTS classification, however they differ to great extent: by the position in EU economy, for instance in population size, in terms of EMU membership; in structural point of view; in terms of regional development and existing disparities; in respect of political development and other aspects.

With regions the differences are even stronger, when Bratislava region has similar position in Slovakia like Prague in ČR, it is the main centre, growth pole, with concentration of significant part of population and economic activities; Usti region is traditional industrial region with structural problems and high unemployment rate. The reason for this selection

was the link to previous studies of the team of authors concerning the given territories and also data availability together with targeted interest in comparison of such different territories. On the other hand considering the common long-term history also similar development factors can be found - economic transformation and catch-up process, the endeavour to get confidence of foreign investors and parallel effort to start local business; entering in EU (and other international institutions); border position of both of the regions and other similarities. The evaluation retail position in the economy itself is preceded by description of macroeconomic environment using basic macroeconomic aggregates; real GDP development in form of annual percentage changes starting with 2000 to the latest available data (2013 or 2014); price level development upon the harmonised index of customer prices (HICP) in the same period again in the form of annual percentage changes and on the general unemployment rate development resulting from the selective examination of labour force investigation (LFS) within the same period as not adjusted average year rate.

3.1 Development of macroeconomic environment

With both of the countries after they overcome the transformation recession in 90' occurred relatively quick economic growth. On the basis of descriptive analysis, the following subchapter describes basic parameters of the environment in which the retail developed with help of standard macroeconomic aggregates: gross domestic products, index of consumer prices and unemployment rate.

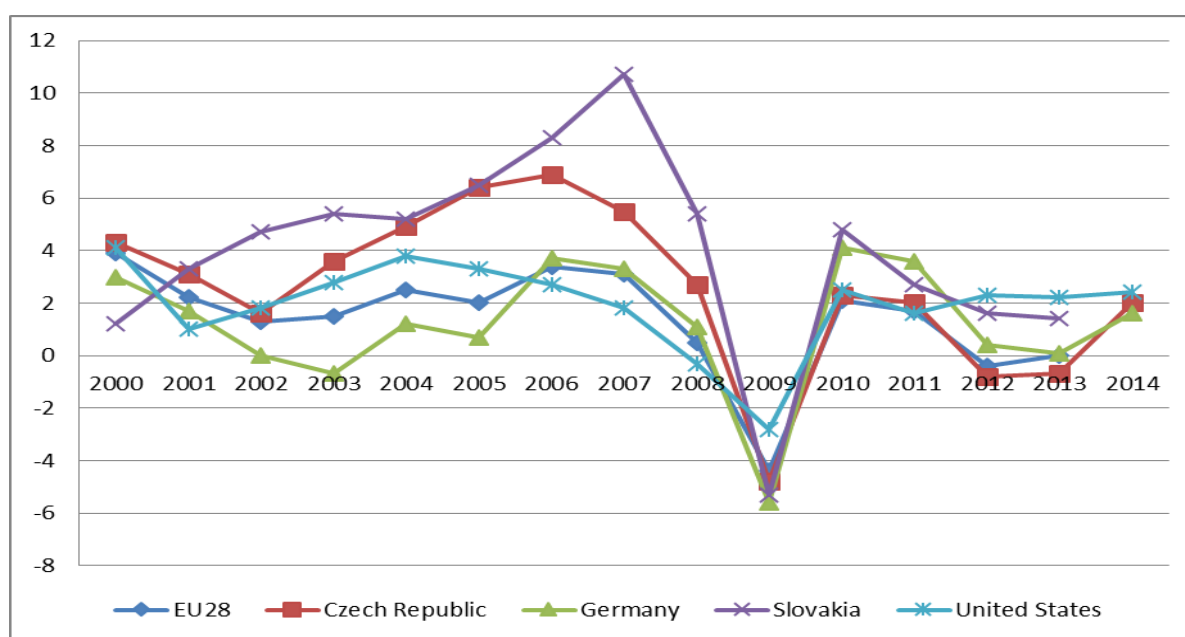
Real GDP development

The Czech and Slovak republics had higher growth rate of economy in 2003-2008, i.e. to the beginning of recent economic crisis, than EU28, USA and even Germany, while in case of Slovakia this period was longer by two years. Within the monitored period EU28 obtained highest growth 3,9 % in the monitored period in 2000 tightly before crash of "dot.com bubble" and terrorist attacks on USA in 2001. Thanks to EU enlargement effect the annual growth over 3 % can be seen in 2006 and 2007, namely 3,4 % and 3,1 %. Within the same period, Germany reached 3,7 % and 3,3 %, higher growth Germany obtained at the beginning of animation in 2010 when it was even 4,1 %.

Compared to EU 28, after 2004 in USA the crisis combined with gradual slow down of economy, nevertheless, the crisis impacts were not so strong and recovery is relatively quick and stabile, and in 2012-2014 the growth is over 2 % and overcomes growth rates of all compared economies. The crisis fall of USA was only 2,8 %, while in EU28 4,4 %. German economy down turn was even by 5,6 %.

In case of Slovakia and The Czech Republic their economic cycles gradually started to align with EU28, mainly due to connection of both national economies with the EU28 biggest economy - Germany. Slovakia except the crisis year 2009 (-5,3 %) reached positive increments of real GDP with highest value in 2007 at level 10,7 %. The Czech Republic also obtained interesting figures of the economic growth in pre-crisis years with highest level in 2006 (7,0 %). In 2009 the economic downturn was not as fierce as with EU28 and SR (-4,8 %). In 2012 and 2013 it again obtained negative figures.

Graph 1: Real GDP growth (y/y; %)



Source: Own processing based on Eurostat

Price development

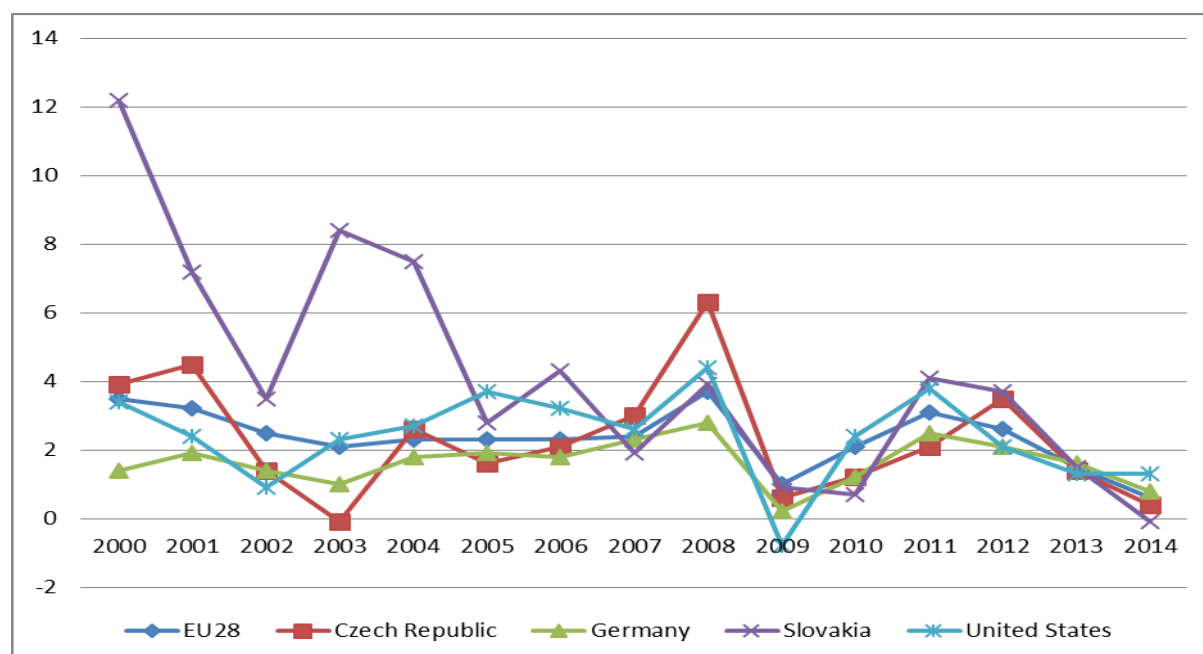
Before entering EU, Slovak republic registered relatively high annual growth rate of harmonised index of consumer prices (HICP²), which, however; had tendencies to decrease.

² HICP differs from national CPI methodology (consumer price index) an at the same time it allows to compare. See Eurostat for further details on methodology.

The highest growth was in 2000. The Czech Republic was little bit more successful in respect of keeping the price stability, it even had to face a slight deflation in 2003 (-0,1 %). Within the same period EU28 moved slightly above 2 % level. Before the start of the world crisis all monitored economies registered in 2008 an acceleration of price growth, especially due to fierce rise in oil prices, The Czech Republic even by 6,3 %, USA by 4,4 %, Slovakia by 3,9 %. European Union as a whole was more successful (3,7 %) mainly due to results in Germany, that recorder annual growth of HICP by 2,8 %.

The economic recovery in 2010-2011 brought also the recovery of price rise dynamics. USA reached even 3,8 % in 2011. In forthcoming years (2013-2014) all monitored economies registered decrease in HICP growth rate while Slovakia even negative value (-0,1 %) in 2014. The Czech Republic in the same year registered 0,4 %, even in 2012 it was 3,5 %. It can be said that most of the countries fight the risk of deflation. The economies try to react to this development; considering their limited possibilities of fiscal policy due to high indebtedness by release of monetary policy.

Graph 2: HICP (y/y; %)



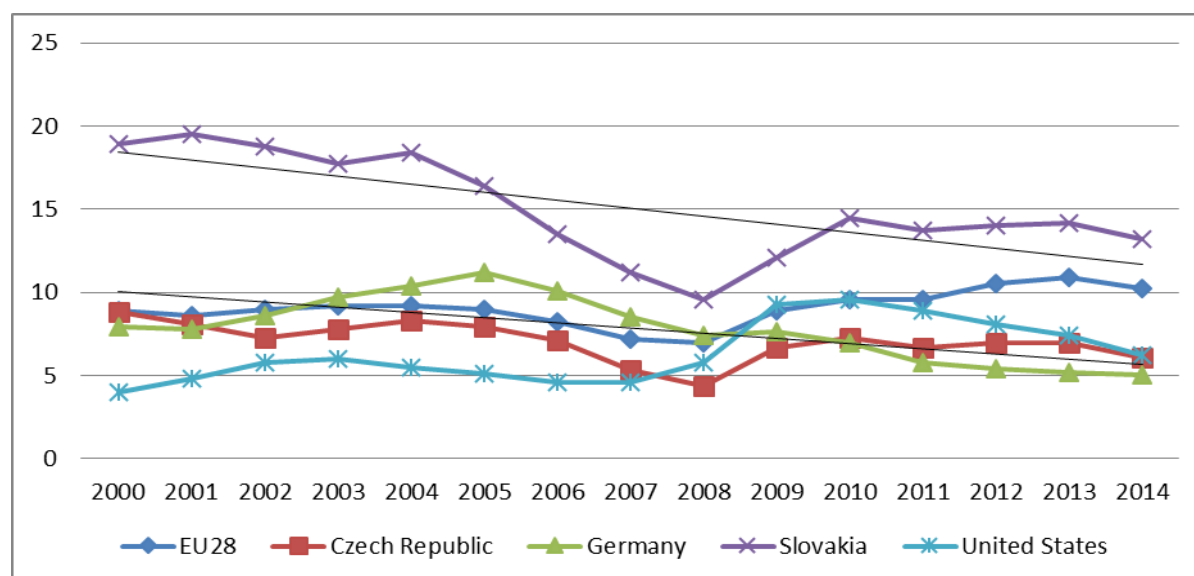
Source: Own processing based on Eurostat

Slovakia, though this country registers the highest values of all compared economies, registered in pre-crisis years 2000 to 2008 significant decrease of unemployment from 18,9

% in 2000, res. 19,5 % in 2001 to 9,6 %. Due to the crisis the unemployment rate culminated even to 14,5 % in 2010. The Czech Republic have similar trajectory of the development, however, the values are roughly half. From 8,8 % in 2000 the unemployment decreased even to 4,4 % in 2008, the lowest value of all compared economies. Subsequently it worsened even to 7,3 % in 2010. The recovery brought improvement of the index to 6,1 % in 2014.

The United States of America which had unemployment rate in 2000 4,0 %, subsequently faced the downturn of the economy and growth of unemployment which culminated in 2003 on level 6,0 %. Due to the recession this value was even overcome in 2010 (9,6 %). However, in 2014 it was only 6,2 %. In the pre-crisis years EU28 moved within 9,2 % (2003-2004) to 7,0 % on 2008. However, the negative consequences persist longer than in USA or other compared economies when the unemployment rate was growing to 2013 to the level of 10,9 %. Except the crisis year 2009 (7,6 %) Germany has managed to maintain decreasing unemployment rate. This was in 2014 5,0 %. The applied Eurostat data draw from LFS³ and they are average value not seasonally adjusted.

Graph 3: Unemployment rate (%)



Source: Own processing based on Eurostat

3.2 Retail development in EU, CZ and SK

The following analysis draws from economic accounts subject to ESA95 classification according to sections subject to NACE ver.2 methodology (more info see Eurostat). The gross

³ Further details of methodology see Eurostat.

added valued (HPH) is in common prices and mil. EUR for the territory of The Czech Republic, Slovak republic, Usti and Bratislava regions. The values in EUR were taken from the source and selected due to comparability and also availability of final data⁴ for SR in EUR. On the other hand, the general development in absolute values prevents more accurate specification and it is influenced to certain extent by course development. Subsequently the retail will be evaluated in view of its share in employment for the same period 2000-2011. Finally the analysis of retail price development will be made on EU, ČR and SR levels since 2000 to the last available year. (2014).

Retail and gross value added

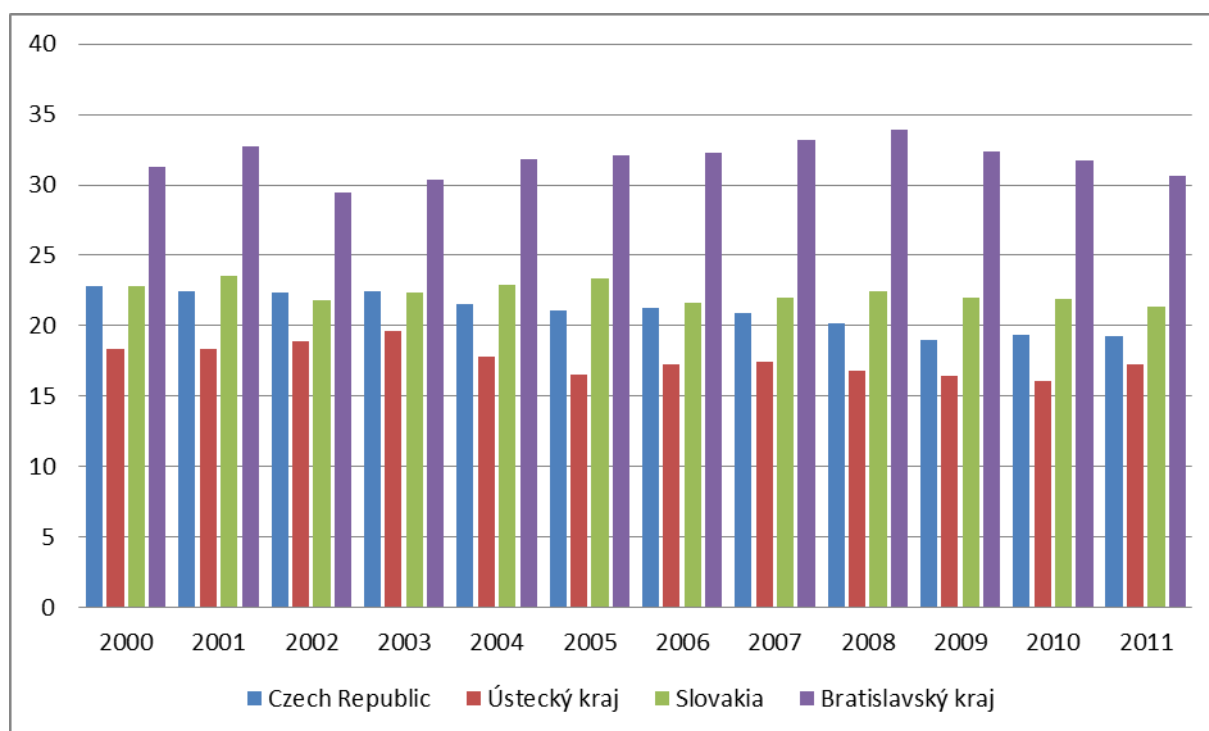
The gross value-added in Usti region keeps in the long term above the average of The Czech Republic gross value-added level. From the beginning of the monitored period in 2000 to 2009 the gross value-added had growing tendencies. In 2011 Usti region participated by 6,3 % in the total gross value-added level in The Czech Republic. In 2013, Usti region therefore showed 5th highest value of the gross value-added. In total HPH for entire economy (expressed in EUR) grew by 141,5 % for the whole monitored period, in Usti region it was only 127%. In 2011 the trade in Usti region participated with 17,4 % compared to 2000 when it was 18,4 %. The highest share was reached in 2003 - 18,9 %. The share of trade in ČR in 2011 was 19,3 % and in 2000 even 22,8 %. Industry is the most important branch in Usti region and in The Czech Republic as well.

The trade gross value-added monitored in Bratislava region have increasing tendencies. In 2001 the gross value-added reached 1 478 mil. EUR. In the last monitored year 2011 this value grew even to more than double, in particular over 4 334 mil. EUR. The gross value-added in Bratislava region grew in all monitored years, only 2002 and 2009 are exceptions. The highest level of the gross value-added is from 2008, in particular 4 330 mil. EUR. In Slovakia the trade is also in the second place behind the industry. The share of trade is relatively steady within longer period, in comparison with 2000 (22,8 %) it dropped to 21,3 %. The highest share was reached in 2001 - 23,5 %. HPH in SR in EUR grew by 217,4 % for the whole period and in Bratislava region even by 252,8 %. HPH in trade for the same period in SR grew by 196,6 % and in Bratislava region by 227,2 %. In 2011 Bratislava region participated on HPH in trade by 32,6 %. It can be said that in general scale the Slovakian HPH

⁴ In the national currency (Slovak crowns) Eurostat states only estimations but not final values.

dependence on Bratislava region grows, while in the last monitored ones it rather decreases. Just the trade is dominating section in Bratislava region which made 30,6 % of Region HPH in 2011. However, this share is lower than in 2000 (31,3 %) and in 2008 (33,9 %), when this value was the highest.

Graph 4: Share of Trade on total gross value-added (%)



Source: Own processing based on Eurostat

Retail and employment

In The Czech Republic the share of trade⁵ in employment was in 2011 25,1 %, which is by 0,1% less than maximum in monitored period which was reached in the previous year and by 1,4% more than in 2000. Since 2009 it has been thus the biggest section of economy, till that time it was industry⁶ which still dominates in Usti region. As a whole employment in this section grew by 10,3 %, but in national economy only by 4,2 %. The share of trade in Usti region on employment was higher in the period of 2002-2009 than in the economy as a whole, with highest value in 2003 and 2004, when it reached even 28,6 %. For the whole period the share decreased from 22,9 % in 2000 to 22,9 % in 2011. The highest annual

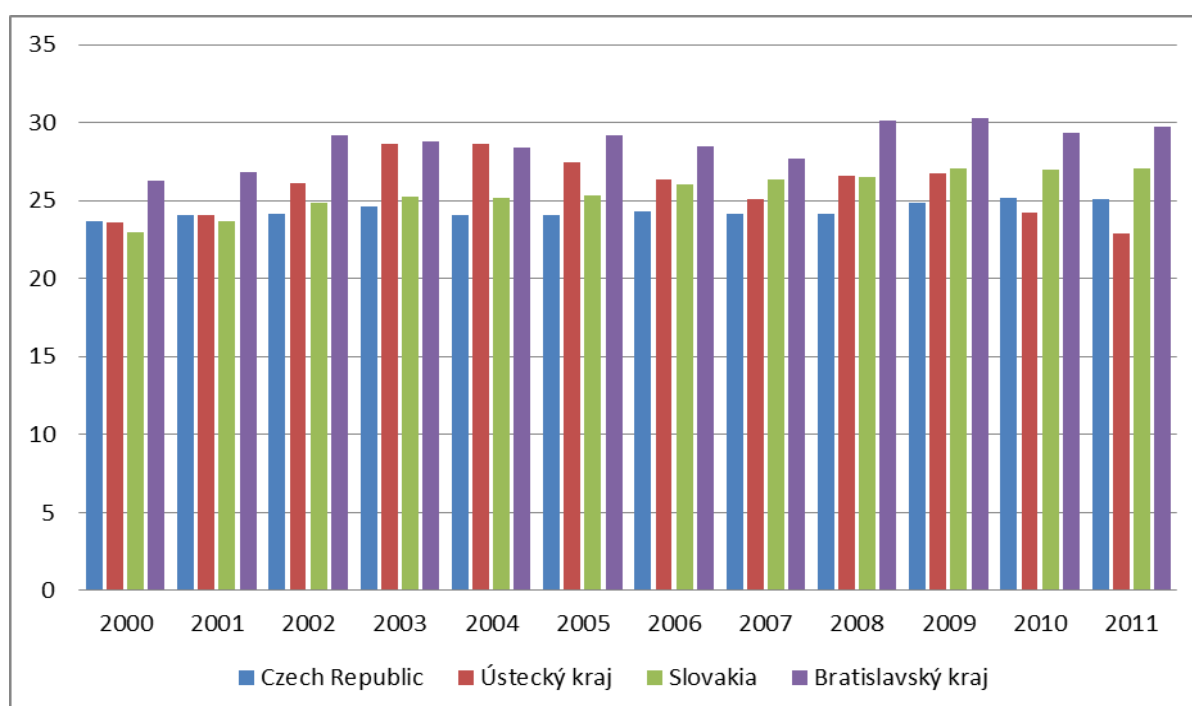
⁵ As trade in this chapter the activities G-I according to NACE ver.2 are meant (Wholesale and retail trade, transport, accommodation and food service activities). In this aggregated way they are published by Eurostat.

⁶ Industry is equivalent for the activities B-E according to NACE ver.2 without construction.

employment growth was reached in Usti region in 2008, but in two years (2008), the fall in employment was by 10,8 %.

In Slovakia the trade participated in 2000 by 22,9 % in total employment and its share grew to 2011 by 4,1 % to 27,0 %. This is the highest value for the monitored period on which this share has kept itself since 2009, however, as early as in 2008 the trade overtook industry. In Bratislava region the trade has been dominating for the entire period. In national economy the employment generally grew by 9,1 % during 2000-2011, in Bratislava region even by 17,0 %. In the trade the growth was even higher in both of the cases, in SR 28,5 % and in Bratislava region even by 32,5 % during 2000-2011. In Bratislava region the share of trade grew from 26,3 % in 2000 to 29,8 % in 2011 while the highest share was reached in 2009 namely 30,3 %. The highest annual growth of employment in Bratislava region was in 2008 (11,9 %) and highest fall in 2010 (-7,8 %).

Graph 5: Share of Trade on total employment (%)



Source: Own processing based on Eurostat

Development of retail volume

Either in European turnover also in Slovakia and The Czech Republic retail reacted sensitively to arrival of the crisis namely in 2009 a 2010. Here we can see significant correlation with real GDP development. However, with European Union the annual decrease

was notable as early as in 2008 -0,34 %. In the following year (2009) it was even -2,26 %, which is the highest fall within the complete monitored period. Nevertheless since 2009 retail in EU28 has been registering slight annual growth (+ 0,31 %) in 2010 and in 2014 even by 1,9 %.

Graph 6: Index of deflated turnover - Retail trade, except of motor vehicles and motorcycles (in %)

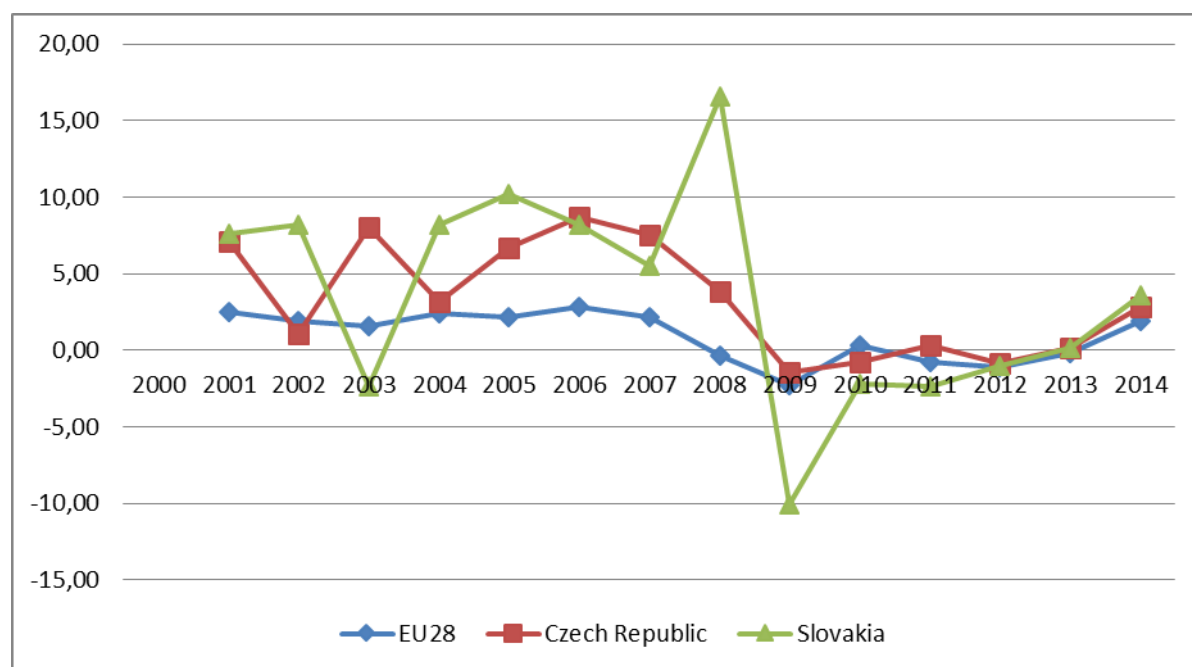


Source: Own processing based on Eurostat.

The annual growth in EU in the year of crisis arrival (2008) recorded annual increment by 3,26 % the item „Dispensing chemist; retail sale of medical and orthopaedic goods, cosmetic and toilet articles in specialised stores“ and also „Retail sale via mail order houses or via Internet“ by 3,61 %. The firstly mentioned item grew slightly even in 2009 by 0,52 %, other registered items recorded annual decrease. The highest downturns were in the sectors „Retail sale of automotive fuel in specialised stores“ (-6,45 %); „Retail sale of audio and video equipment; hardware, paints and glass; electrical household appliances, etc. in specialised stores“ (-5,72 %) a „Retail sale of information and communication equipment; other household equipment (except textiles); cultural and recreation goods, etc. in specialised stores“ (-4,45 %). „Retail sale of food, beverages and tobacco in specialised

stores“ shows annual decreases in the long-term basis. On the contrary , in the long term the item „Retail sale via mail order houses or via Internet“ keeps interesting dynamics which in 2014 reached the highest value of annual growth by 10,52 % and in 2010-2014 its average growth was 7,79 % yearly⁷. In 2014 all registered items obtained positive values of annual growth. The highest growths were for instance with „Retail sale of computers, peripheral units and software; telecommunications equipment, etc. in specialised stores“ (+3,78 %) and „Dispensing chemist; retail sale of medical and orthopaedic goods, cosmetic and toilet articles in specialised stores“ (+3,53 %).

Graph 7: Annual changes in volume of retail trade (in %)



Source: Own calculations and processing based on Eurostat.

In The Czech Republic retail⁸ grew by annual rate by 4,9% in the pre-crisis period (2001-2008).⁹ The highest value was reached in 2006 (+8,69 %) and the lowest in 2002 (1,08 %). Within this period only few sector registered negative values of annual changes. Among the were for instance „Other retail sale in non-specialised stores“ (2004; -8,7 %) or „Retail sale of food, beverages and tobacco in specialised stores“ (2002; -6,17 %). The arrival of the crisis was registered as early as with the item „Other retail sale in non-specialised stores“ (-

⁷ Calculated as arithmetical mean of annual growth values.

⁸ Retail trade, except of motor vehicles and motorcycles - G47.

⁹ Calculated as arithmetical mean of annual growth values. For comparison the arithmetic mean of the values is 5,77 %

9,7 %) and also „Retail sale of food, beverages and tobacco in specialised stores“ (-4,39 %). The highest fall in 2009 registered the items „Retail sale of food, beverages and tobacco in specialised stores“ (-7,65 %), „Retail sale of audio and video equipment; hardware, paints and glass; electrical household appliances, etc. in specialised stores“ (-7,40 %) and „Other retail sale in non-specialised stores“ (-5,95 %). Annually grew the items „Dispensing chemist; retail sale of medical and orthopaedic goods, cosmetic and toilet articles in specialised stores“ and also „Retail sale via mail order houses or via Internet“ by +3,72 %.+3,30 The latter sector showed within the entire monitored period (2001-2014)¹⁰ annual growth at average¹¹ by 17,2 %, while before the crisis (2001-2008) this value was 23,3 % and the highest annual growth was in 2004 by 38,26 %. Even in the year, when majority of monitored items registered positive annual changes this item was the highest (+19,77 %). The second highest growth in the same year was registered by the item „Retail sale of audio and video equipment; hardware, paints and glass; electrical household appliances, etc. in specialised stores“ (+4,45 %). Annual decrease in 2014 was with the item „Other retail sale in non-specialised stores“ (-1,87 %) and also „Retail sale of food, beverages and tobacco in specialised stores“ (-0,78 %).

In Slovakia retail¹² registered before arrival of the crisis one annual decrease by -2,36 % in 2003, when especially the item „Retail sale of food, beverages and tobacco" was falling by -5,76 %. On the contrary, the item „Retail sale of automotive fuel in specialised stores“ grew by 10,68 %. However in 2008 it registered downturn by -7,72 % while „Retail sale of food, beverages and tobacco" grew by 26,23 %. The second mentioned sector grew even in 2009 by 10,92 %. In this year retail annually fell by 10,05 % and for instance the item „Retail sale of automotive fuel in specialised stores“ o -13,47 %. Retail as a whole started to grow in 2013, in 2014 it showed annual change + 3,5 %. „Retail sale of automotive fuel in specialised stores“ grew by 4,77 % and „Retail sale of non-food products (including fuel)“ by 4,48 %.

The analysis draws from Eurostat data for complete years. According to Eurostat methodology - the volume of retail trade represents the inflation adjusted development of incomes (in 2010 constant prices), while the data are recalculated to working days. Annual changes are subsequently re-counted as percentage changes of retail trade volume indexes.

¹⁰First value of annual growth is in 2001 – calculated as percentage change of the indexes from 2001 and 2000.

¹¹ Calculated as arithmetical mean of annual growth values.

¹²Retail trade, except of motor vehicles and motorcycles - G47.

The economic activity according to NACE ver.2 at G47 is concerned, i.e. the Retail trade, except of motor vehicles and motorcycles. The period for which data are used is from 2000 to 2014, while the first value at recalculation is from 2001. Nevertheless, concerning Slovakia, Eurostat has fewer retail sectors available. Graphic charts and tables with three-colour scale are used for the visualisation

The above mentioned analysis is not by far complex and full-range. Interesting information could be from the comparison of household final consumption in relation to gross value-added, total revenues and profit; recalculations per number of inhabitants; or also other microeconomic indexes as inflation development. A different viewpoint is then offered by deeper financial analysis of the section economy as a whole even according to further indexes - classification of retail units, owners, location of competition etc.

4 Urban structure of Ústí nad Labem

Retail can be considered as quickly transforming sector of the economy. However, its transformation rate was not always the same in connection to political and economic region of given state. The most important change in retail occurs after 1989. Business activities were affected by the change in ownership relations and process of returning of the property to private persons. Many new retail units started to appear in the retail market. In the country small forms of sale were developed, co-operative shops were forced to limit their activities by reduction of their sales area. In towns retail grew in area and services as well (Szczryba, 2005).

Within the deep and political changes after 1989 special workplaces dealing with retail spatial arrangement become extinguished and on that ground a database for retail development started to miss. Many consultant companies dealing with retail development were established in ČR. At present the leading consultant company is INCOMA RESEARCH, GfK Praha, Kolpron Praha. The spatial research of the retail appeared as late as in the end of 90's. In 1999 first census of retail shops was performed, from which resulted that in 1998 95.000 of shops were registered in the territory of ČR which, compared to 1989, meant growth by 132%. In 1989 total sales area of retail shops was 3 509 904 m², in 1998 it was 7 165 946 m², which means growth by 104,2 %. The highest growth of the sales area was registered in Středočeský and Brněnský regions. Statistical studies confirmed also the growing number of supermarkets and hypermarkets. First Czech hypermarket was opened in 1997 in Ústí nad Labem, its sales area was 7 534 m². Further research of number of retail shops is planned 15 years after the last census of retail shops. On the basis of private researches of consultant companies it is estimated that in 2014 the number of retail units of foodstuff and non-foodstuff goods will overcome 100 000 retail units. Total scope of sales area was 4 – 4,5 mil. m², of which the commercial chains represent 60% of the measured area (OSPvZ, 2015).

In ČR no regulations are set in advance for construction of large-area shops, the regulations are defined by the municipalities. The Ministry of Industry and Trade issued a Manual for geographic locations of shopping centres where predicted development of area standard to 2010, but also according to Szczrybu, the condition when cities and municipalities are not able to regulate the territorial planning of large-area shops still persist and rather lobbyists and investors decide (Mistíková, 2008; Szczryba, 2005).

Ministry of Industry and Trade and Union of Tourism and Trade co-operate in mutual project MICROCENSUS, whose principle is complex census of selected events in the retail trade in order these area present a representative sample of territory suitable for extrapolation in entire territory of the republic. Subject of the examination will be retail shops of foodstuff and non-foodstuff categories (except wide-assortment chains). The given project realisation year should be 2015.

Usti region belongs to Czech regions that are very well furnished with retail units. According to latest research which took place in 2004 by Kolpron CZ, s.r.o. and 2007 by GfK Group the region had hypermarkets included within the retail units. The index of sales area per 1 000 inhabitants exceeds 110 m². According to mentioned researches also discount units have above-average availability in their region with sales area about 45m². The sales of supermarkets gradually decrease, which has been caused by movement of hypermarket to towns under 15.000 citizens and by construction of shopping centres in regional capitals and bigger district towns.

4.1 Spatial structure of Ústí nad Labem

District Ústí nad Labem is situated in the north of The Czech Republic, at border with Germany; it borders with Saxon. Along the border, Krušné hory and Labské pískovce mountain range, on the south border with České středohoří range define its position. Area of the district Ústí nad Labem is 404 km², which represents 7,6 % of the territory of Usti region. The district is territorially equivalent with administrative district of Ústí nad Labem municipality with wider competence formed by three municipalities with entrusted municipal authorities - Libouchec, Ústí nad Labem and Velké Březno. The district is formed by municipalities of which 3 have town statute - Ústí nad Labem, Chabařovice and Trmice. Ústí nad Labem is sole statutory city in the district and it is further divided in 4 town districts: Ústí nad Labem - city, Neštěmice, Severní Terasa and Střekov (see table 2).

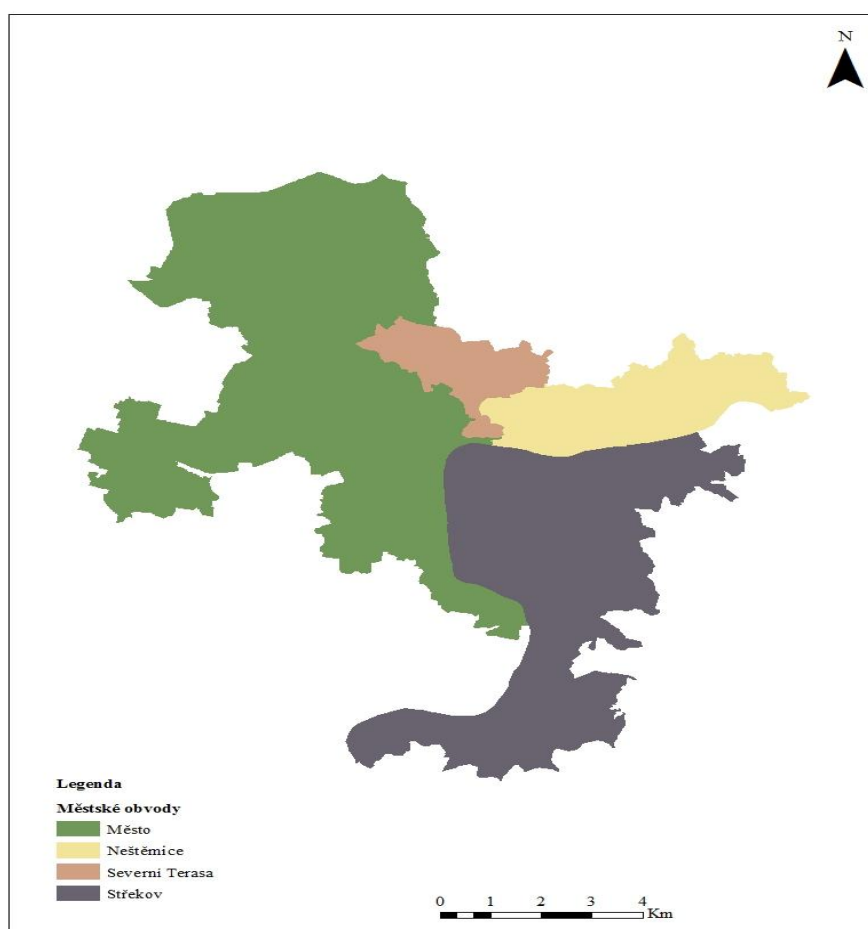
Table 2: Basic information on town district of Ústí nad Labem

Town district	Area	Share in town area in %	Number of inhabitants	Share in number of inhabitants in %
Ústí nad Labem town	4 819	51,3	35 266	38,1
Střekov	3 029	32,2	13 746	14,9
Neštětice	1 032	11	23 559	25,5
Severní Terasa	516	5,5	19 925	21,5
Total	9 396	100	92 496	100

Source: Analytical supporting documents and data from the city of Ústí nad Labem, 2012

The biggest population has Ústí nad Labem town, which represents 50% of city area. The least populated town district is Ústí nad Labem - Střekov. The highest residential density represent town districts of Neštětice and Severní Terasa (see the figure 1).

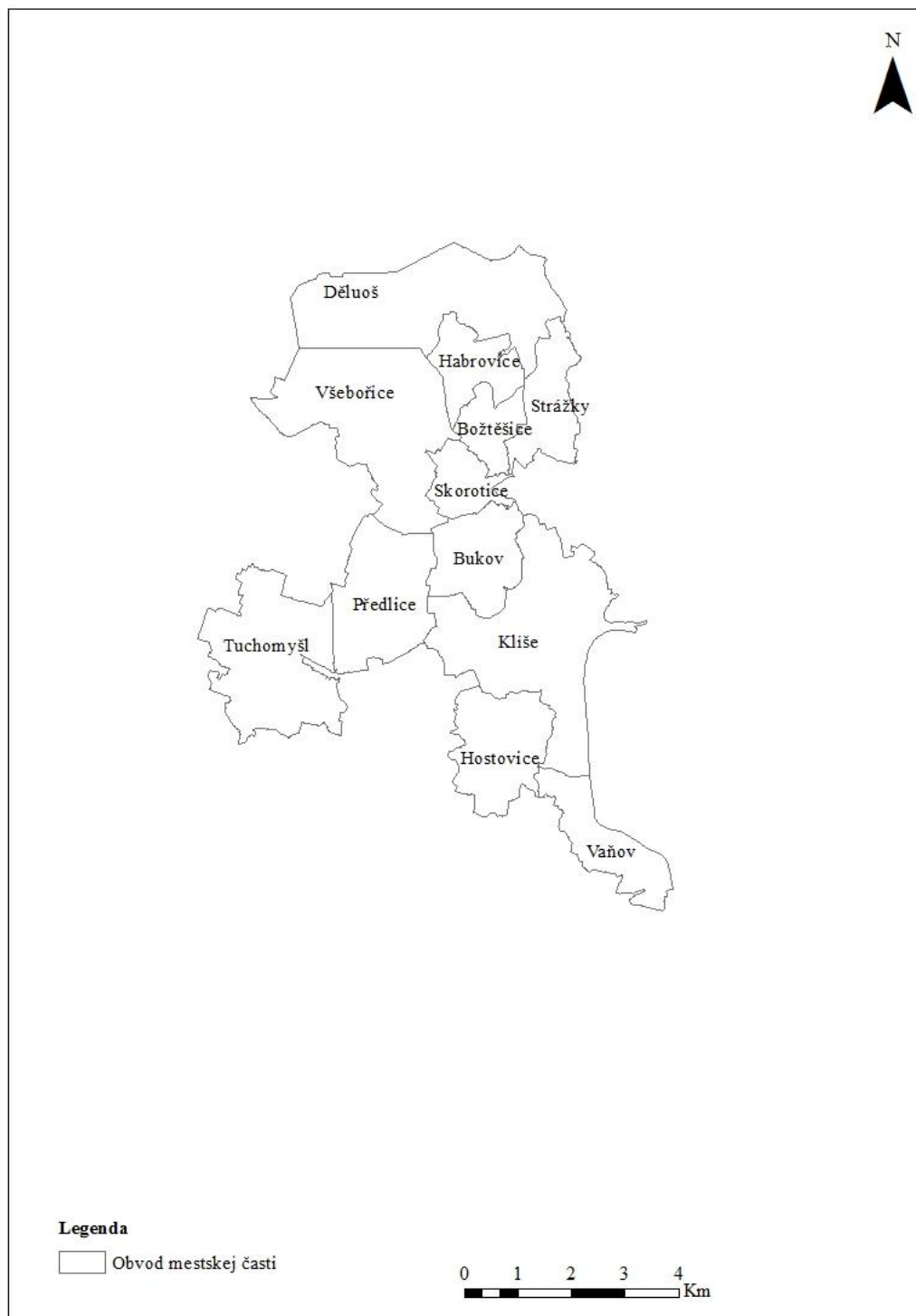
Figure 1: Town districts of Ústí nad Labem



Source: Own resources

On the city statute the town district Ústí nad Labem - town consists of urban districts Božtěšice, Bukov, Habrovice, Hostovice, Klíše, Předlice, Tuchomyšl, Skorotice, Strážky, Vaňov, Všebořice, Strážky – Děluoš and Ústí nad Labem centre (see figure 2).

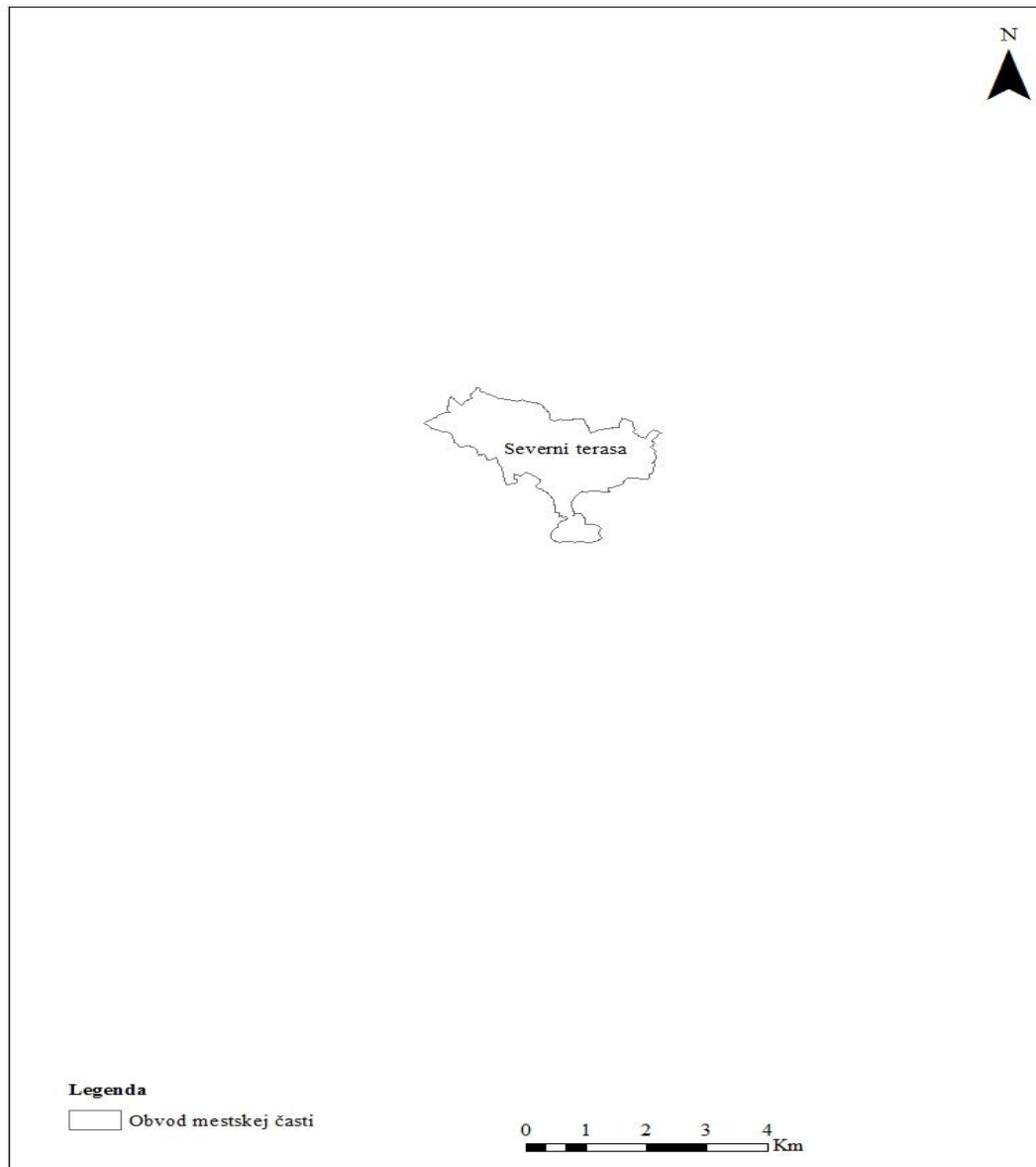
Figure 2: Urban districts of town district Ústí nad Labem - town



Source: Own resources

The town district Ústí nad Labem Severní Terasa is formed by urban districts Ústí nad Labem - Severní Terasa, Bukov – part, Krásné Březno – part (see figure 3).

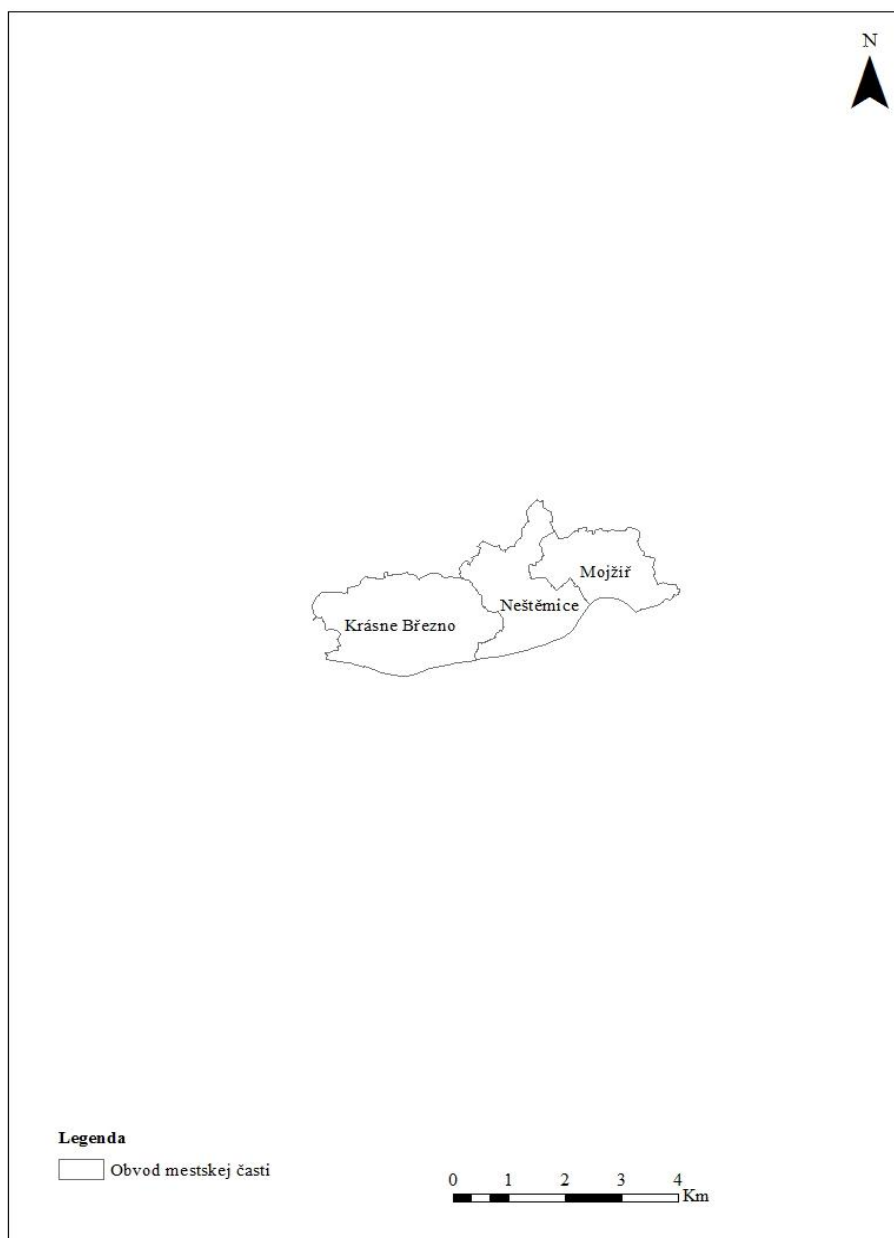
Figure 3: Urban districts of the town district Ústí nad Labem – Severní Terasa



Source: Own resources

The town district Ústí nad Labem – Neštětice consists of urban districts Krásné Březno – part, Mojžíř, Neštětice (see figure 4).

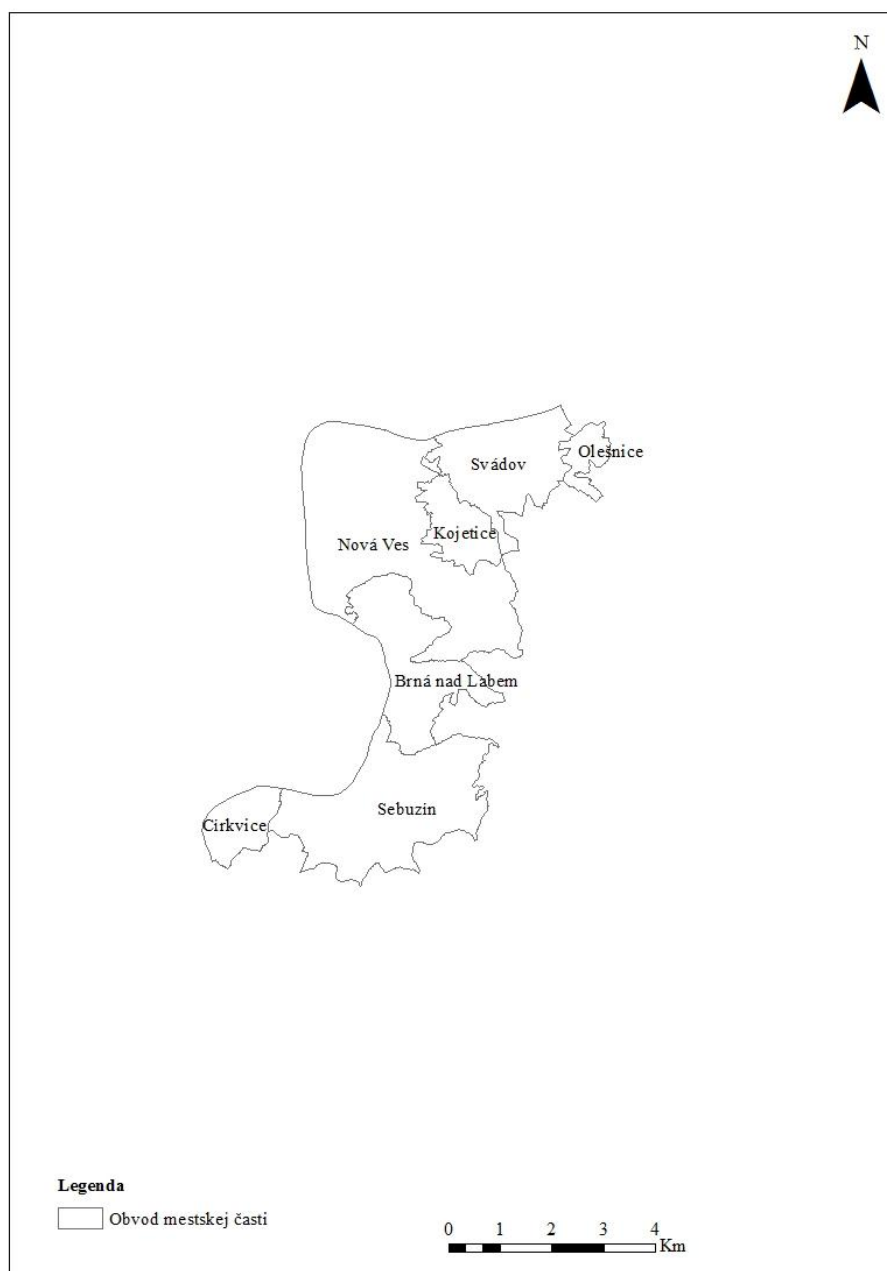
Figure 4: Urban districts of town district Ústí nad Labem - Neštětice



Source: Own resources

The town district Ústí nad Labem Střekov consists of urban districts Brná, Církvice, Kojetice, Olešnice, Sebzín, Střekov and Svádov (see figure 5).

Figure 5: Urban districts of town district Ústí nad Labem - Střekov



Source: Own resources

According to the last Census of inhabitants, houses and flats in 2011, Ústí nad Labem is according to age index the youngest town in the group of compared towns, which can be perceived as positive factor for further city development. In the long term the city of Ústí nad Labem and whole Usti region belong to regions with highest unemployment rate in the country. Within the group of ten largest cities in The Czech Republic, this situation can be compared only with Ostrava, which undergoes similar process of decline of fundamental

industrial branches and where sufficient restructuring of economy has not been carried out. The city unemployment rate moves around 13%.

One of the important factors upon which the setting of functional relations can be based are data on commutation and outward movements between the municipalities. Ústí nad Labem is economic and university centre of Usti region, where commute thousands of people from surrounding settlements to job and schools. The highest number of inhabitants leaving the city for work and schools are going to Prague. The biggest sources of commutation are mainly the close centres – Teplice and Děčín.

4.2 Retail network of Ústí nad Labem

The retail network of Ústí nad Labem underwent during the last decades certain changes in terms of quality and scope which relates to the transition to market economy. Functional forming of the territory of Ústí nad Labem after 1989 to present days has been influenced by market demand and private sector development. The objective of obtaining data on local level is to strengthen the control of city territory and upgrade information due to adaptation of territory requirements. The information on given territory is important at implementation of retail units for particular area where investor will be interested in concentration of buying force and population density. Upon this knowledge particular retail strategy in terms of different shop format size can be applied in city centres or housing developments.

Municipal or district authorities, chambers of commerce and industry and mainly the local researches can be theoretical possible sources of information at local level. To the data obtained from central resources enabling global control of the territory belong for instance the data from the Czech Statistical Office on particular agglomeration, from specifically elaborated studies, from CZ NACE etc. The still persisting problem for retail units is to obtain spatial analysis database. Retail unit may obtain the data by their own research or inquiry or from the existing corporate databases. One of such databases in the Czech market is Albertina, on the basis of its information it was possible to get data on retail network as part of the geographic information system. To obtain data on activities of retail units and their sales areas will serve for formation of maps of retail network spatial arrangement in the territory of the city using geomarketing knowledge.

Table 3: Number of mapped retail units according to CZ NACE

CZ NACE	share of shop particular classes in %
47 RETAIL EXCEPT MOTOR VEHICLES	3,59
47.1 RETAIL IN NON-SPECIALISED SHOPS	38,45
47.110 RETAIL WITH MAJORITY OF FOODSTUFF, BEVERAGES AND TOBACCO PRODUCTS IN NON-SPECIALISED SHOPS	1,6
47.190 OTHER RETAIL IN NON-SPECIALISED SHOPS	31,8
47.2 RETAIL SALE OF FOODS, BEVERAGES AND TOBACCO PRODUCTS IN SPECIALISED SHOPS	0,11
47.210 RETAIL OF FRUITS AND VEGETABLES	0,2
47.220 RETAIL OF MEAT AND MEAT PRODUCTS	0,1
47.240 RETAIL OF BREAD, PASTRIES, PATISSERIE AND CONFECTIONARY	0,04
47.260 RETAIL OF TOBACCO PRODUCTS	0,11
47.290 OTHER RETAIL WITH FOODS IN SPECIALISED SHOPS	0,07
47.300 RETAIL OF FUELS IN SPECIALISED SHOPS	0,21
47.410 RETAIL OF COMPUTERS, COMPUTER PERIPHERY AND SOFTWARE	0,17
47.420 RETAIL OF TELECOMMUNICATION EQUIPMENT	0,04
47.430 RETAIL OF AUDIO -VIDEO EQUIPMENT	0,04
47.510 RETAIL OF FABRICS	0,32
47.520 RETAIL OF IRONWORK, PAINTS, GLASS AND HOBBY PRODUCTS	0,47
47.540 RETAIL OF ELECTRIC APPLIANCES AND ELECTRONICS	0,25
47.590 RETAIL OF FURNITURE, LIGHTS AND OTHER MOSTLY HOUSEHOLD PRODUCTS IN SPECIALISED SHOPS	0,25
47.610 RETAIL SALE OF BOOKS	0,14
47.620 RETAIL SALE OF NEWSPAPERS, MAGAZINES AND STATIONERY	0,07
47.640 RETAIL SALE OF SPORTS EQUIPMENT	0,18
47.7 RETAIL SALE OF OTHER PRODUCTS IN SPECIALISED SHOPS	0,04
47.710 RETAIL SALE OF CLOTHING	0,32
47.720 RETAIL SALE OF SHOES AND LEATHER PRODUCTS	0,07
47.730 RETAIL SALE OF PHARMACEUTICAL PRODUCTS	0,62
47.740 RETAIL SALE OF MEDICAL AND ORTHOPAEDIC PRODUCTS	0,14
47.750 RETAIL SALE OF COSMETIC AND TOILET PRODUCTS	0,32
47.760 RETAIL SALE OF FLOWERS, PLANTS, SEEDS, FERTILISERS, ANIMALS FOR HOBBY BREEDING AND FEEDSTUFFS FOR THEM	0,21
47.770 RETAIL SALE OF CLOCKS, WATCHES AND JEWELLERY	0,14
47.780 OTHER RETAIL WITH NEW GOODS IN SPECIALISED SHOPS	3,68
47.781 RETAIL SALE OF PHOTOGRAPHIC AND OPTICAL EQUIPMENT AND ACCESSORIES	0,07
47.782 RETAIL SALE WITH SOLID FUELS	0,04
47.789 OTHER RETAIL WITH NEW GOODS IN SPECIALISED SHOPS J.N.	0,25
47.790 RETAIL SALE OF USED GOODS IN SHOPS	12,68
47.8 RETAIL SALE IN MARKETS AND STALLS	0,07
47.810 RETAIL SALE OF FOODS, BEVERAGES AND TOBACCO PRODUCTS IN MARKETS AND STALLS	0,04
47.820 RETAIL SALE OF TEXTILES, CLOTHING AND SHOES IN MARKETS AND STALLS	0,85
47.9 RETAIL OUT OF SHOPS, MARKETS AND STALLS	0,11
47.91 RETAIL VIA INTERNET OR MAIL-ORDER	0,43
47.911 RETAIL VIA INTERNET	0,07
47.99 OTHER RETAIL OUT OF SHOPS, MARKETS AND STALLS	1,64
TOTAL	100

Source: Own resources

The given spatial analysis research took place with urban parts of particular town districts of Ústí nad Labem. 2 876 retail units classified according to CZ NACE were mapped – see the table 3.

On the basis of analysed data simulation a model of strategic decision can be created on placement of retail unit using the geographic information system. The intention is to bring a new marketing access influencing competitive force of the shops and thus the effort of the shops to know better and adapt themselves to the territory and look for new areas using the geographic information system.

The connection of databases and geography brings more accurate responses to spatial arrangement of given retail units within the set territory. The setting of market segmentation as base for company competitive strategy was the principle for suitable arrangement of retail units within the territory. To specify target markets in the city of Ústí nad Labem the geographic information system was applied in the monograph. The data were processed and evaluated in ArcGis 10.1 programme. The aim of the study was to develop the information database linked with geography in order to know the market. Further to stimulate the estimation of market development and set objectives for retail unit on the basis of statistical data. And to identify total number of shops and subsequently set the total sales areas according to the urban districts of the city of Ústí nad Labem.

In **Ústí nad Labem - town** 35 260 citizens live. The citizens may realise their shopping in 1 259 retail units of which 596 are registered as units with sales area in the Land Registry. Total sale area is 444 487 m². Table 4 shows the classification of the shops active in given urban districts according to CZ NACE.

Table 4: Classification of retail shops according to CZ NACE in the district Ústí nad Labem - town

CZ NACE	Number of retail shops	Number of shops with sales area	Average sales are in m ²	Total sales are of monitored shops in m ²
47 RETAIL EXCEPT MOTOR VEHICLES	48	24	445,29	10 687,00
47.1 RETAIL IN NON-SPECIALISED SHOPS	873	405	878,85	355 935,00
47.2 RETAIL SALE OF FOODS, BEVERAGES AND TOBACCO PRODUCTS IN SPECIALISED SHOPS	11	6	916,50	5 499,00
47.300 RETAIL SALE OF FUELS IN SPECIALISED SHOPS	5	3	274,33	823,00
47.4 RETAIL SALE OF COMPUTER COMMUNICATION EQUIPMENT IN SPECIALISED SHOPS	5	3	229,00	687,00
47.5 RETAIL SALE OF OTHER MOSTLY HOUSEHOLD PRODUCTS IN SPECIALISED SHOPS	27	18	664,17	11 955,00
47.6 RETAIL SALE WITH CULTURAL OVERVIEW AND RECREATION PRODUCTS IN SPECIALISED SHOPS	7	3	205,33	616,00
47.7 RETAIL SALE OF OTHER PRODUCTS IN SPECIALISED SHOPS	248	123	423,70	52 115,00
47.8 RETAIL SALE IN MARKETS AND STALLS	9	3	152,67	458
47.9 RETAIL OUT OF SHOPS, MARKETS AND STALLS	26	8	714,00	5712
TOTAL	1 259	596		444 487,00

Source: Own resources

In **Ústí nad Labem - Severní Terasa** 19 925 citizens live. The citizens may realise their shopping in 596 retail units of which 54 are registered as units with sales area in the Land Registry. Total sale area is 44 124 m². Table 5 shows the classification of the shops active in given urban districts according to CZ NACE.

Table 5: Classification of retail shops according to CZ NACE in the district Ústí nad Labem-Severní Terasa

CZ NACE	Number of retail shops	Number of shops with sales area	Average sales are in m ²	Total sales are of monitored shops in m ²
47 RETAIL EXCEPT MOTOR VEHICLES	21	7	427,71	2 994,00
47.1 RETAIL IN NON-SPECIALISED SHOPS	361	41	843,56	34 586,00
47.3 RETAIL SALE OF FUELS IN SPECIALISED SHOPS	1	0	0,00	0,00
47.5 RETAIL SALE OF OTHER MOSTLY HOUSEHOLD PRODUCTS IN SPECIALISED SHOPS	3	0	0,00	0,00
47.7 RETAIL SALE OF OTHER PRODUCTS IN SPECIALISED SHOPS	75	6	1090,67	6 544,00
47.8 RETAIL SALE IN MARKETS AND STALLS	1	0	0,00	0
47.9 Markets	7	0	0,00	0
TOTAL	469	54		44 124,00

Source: Own resources

In **Ústí nad Labem - Střekov** 13 746 citizens live. The citizens may realise their shopping in 448 retail units of which 172 are registered as units with sales area in the Land Registry. Total sale area is 67 573 m². Table 6 shows the classification of the shops active in given urban districts according to CZ NACE.

Table 6: Classification of retail shops according to CZ NACE in the district Ústí nad Labem - Střekov

CZ NACE	Number of retail shops	Number of shops with sales area	Average sales are in m ²	Total sales are of monitored shops in m ²
47 RETAIL EXCEPT MOTOR VEHICLES	8	4	130,50	522,00
47.1 RETAIL IN NON-SPECIALISED SHOPS	282	109	450,97	49 156,00
47.2 RETAIL SALE OF FOODS, BEVERAGES AND TOBACCO PRODUCTS IN SPECIALISED SHOPS	3	2	214,50	429,00
47.4 RETAIL SALE OF COMPUTER COMMUNICATION EQUIPMENT IN SPECIALISED SHOPS	1	1	97,00	97,00
47.5 RETAIL SALE OF OTHER MOSTLY HOUSEHOLD PRODUCTS IN SPECIALISED SHOPS	3	2	31,50	63,00
47.6 RETAIL SALE WITH CULTURAL OVERVIEW AND RECREATION PRODUCTS IN SPECIALISED SHOPS	2	1	493,00	493,00
47.7 RETAIL SALE OF OTHER PRODUCTS IN SPECIALISED SHOPS	135	45	335,89	15 115,00
47.8 RETAIL SALE IN MARKETS AND STALLS	4	7	64,14	449,00
47.9 Markets	10	1	1249,00	1 249,00
TOTAL	448	172		67 573,00

Source: Own resources

In **Ústí nad Labem - Neštětice** 23 559 citizens live. The citizens may realise their shopping in 700 retail units of which 155 are registered as units with sales area in the Land Registry. Total sale area is 66 762 m². Table 7 shows the classification of the shops active in given urban districts according to CZ NACE.

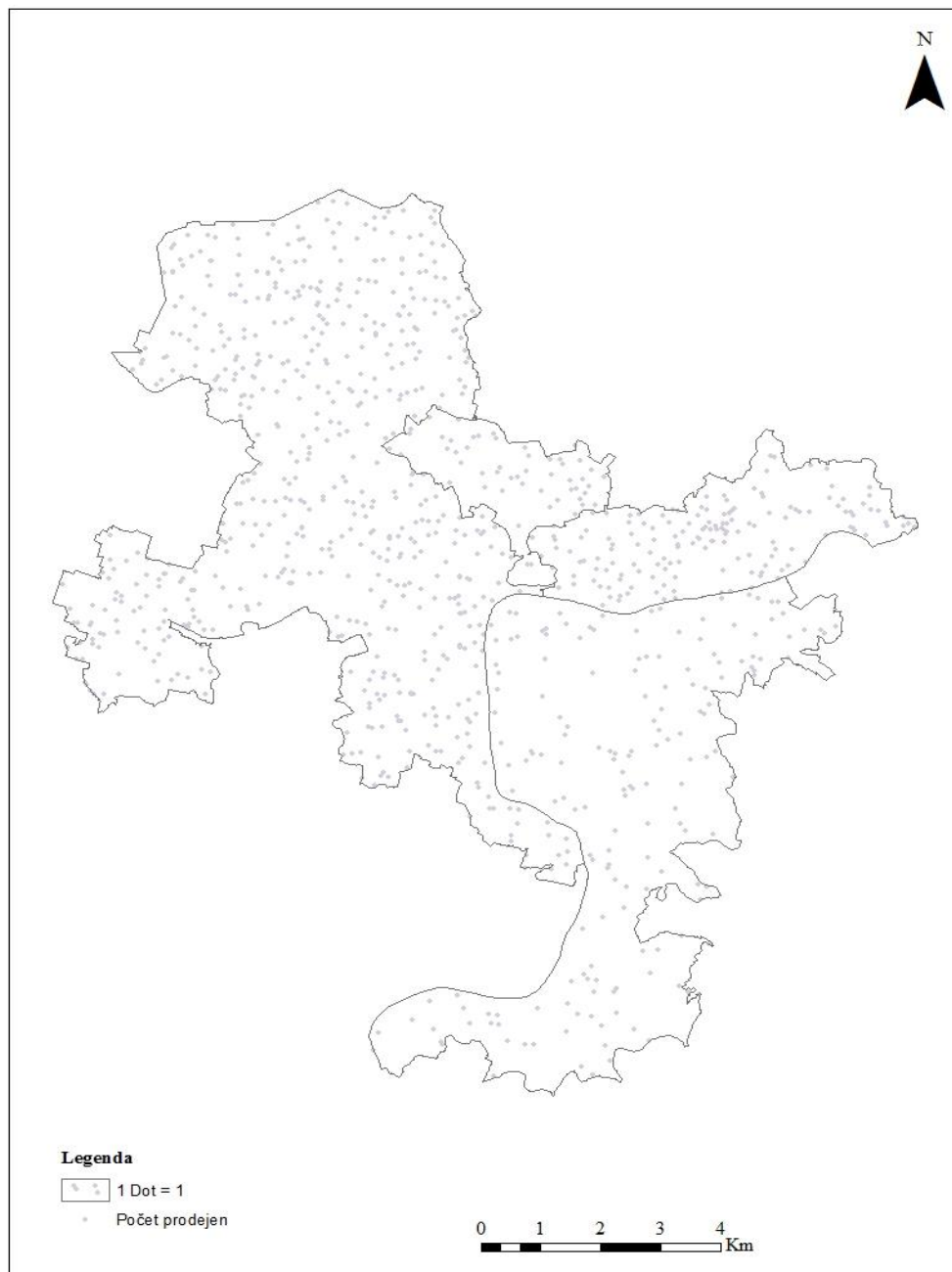
Table 7: Classification of retail shops according to CZ NACE in the district Ústí nad Labem - Neštětice

CZ NACE	Number of retail shops	Number of shops with sales area	Average sales are in m ²	Total sales are of monitored shops in m ²
47 RETAIL EXCEPT MOTOR VEHICLES	24	4	239,50	958,00
47.1 RETAIL IN NON-SPECIALISED SHOPS	502	110	438,08	48 189,00
47.2 RETAIL SALE OF FOODS, BEVERAGES AND TOBACCO PRODUCTS IN SPECIALISED SHOPS	4	3	280,67	842,00
47.4 RETAIL SALE OF COMPUTER COMMUNICATION EQUIPMENT IN SPECIALISED SHOPS	1	1	799,00	799,00
47.5 RETAIL SALE OF OTHER MOSTLY HOUSEHOLD PRODUCTS IN SPECIALISED SHOPS	3	0	0,00	0,00
47.6 RETAIL SALE WITH CULTURAL OVERVIEW AND RECREATION PRODUCTS IN SPECIALISED SHOPS	2	0	0,00	0,00
47.7 RETAIL SALE OF OTHER PRODUCTS IN SPECIALISED SHOPS	130	34	440,15	14 965,00
47.8 RETAIL SALE IN MARKETS AND STALLS	13	0	0,00	0,00
47.9 Markets	21	3	336,33	1 009,00
TOTAL	700	155		66 762,00

Source: Own resources

From the analysis resulted that in case of food and non-food retail units the city obtains optimal area standard according to the Ministry of Industry and Trade. The fact results also from the density of shops segmentation in particular urban distracts of Ústí nad Labem (see figure 6).

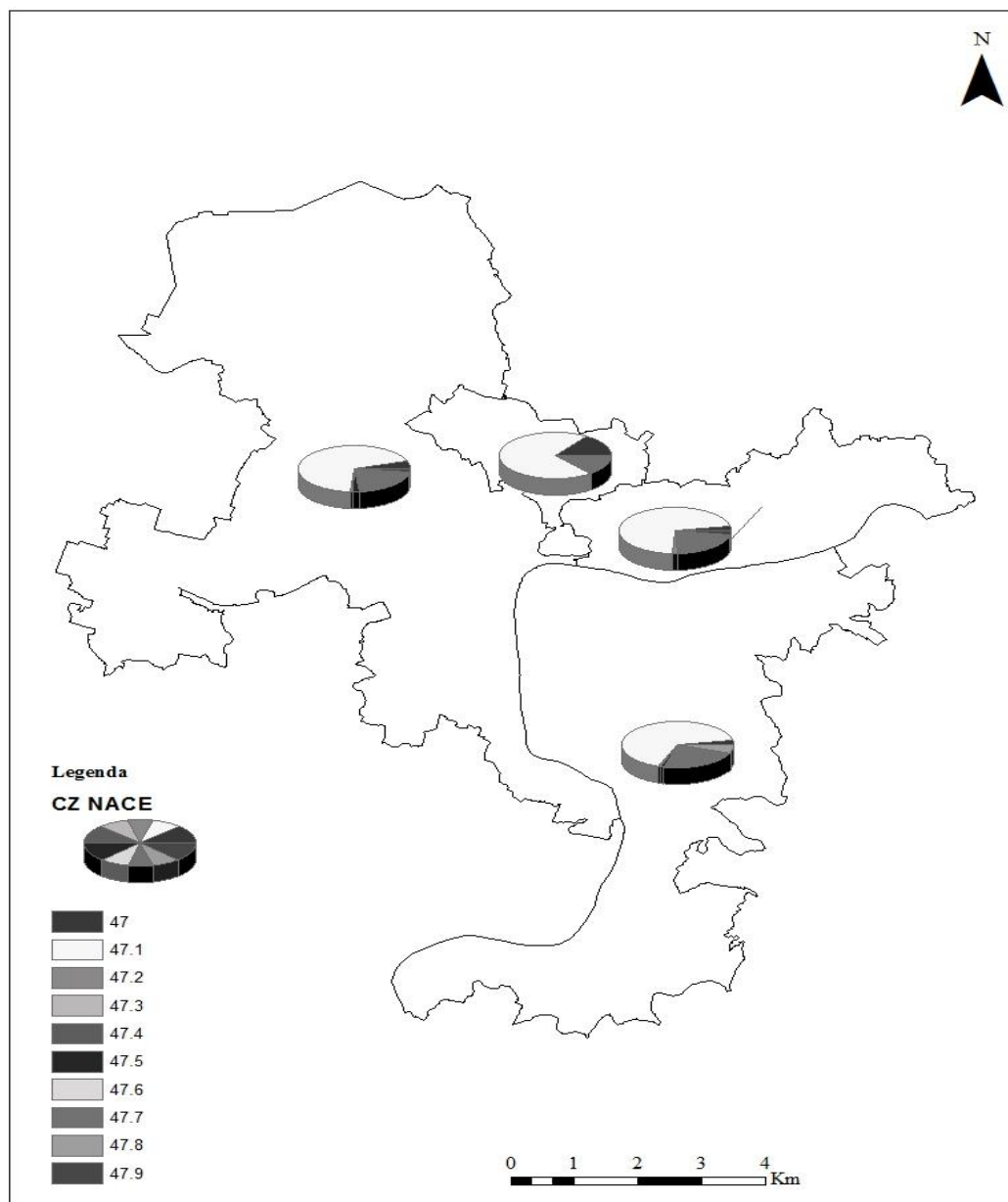
Figure 6: Density of business operations in particular city districts



Source: Own processing

The high share of specialised and deeply specialised retail units is positive. In each district of Ústí nad Labem retail units realised in non specialised shops according to classification CZ NACE prevail (see figure 7). This fact is given by high number of Vietnamese sellers. Also the number of sales areas in city centre is important index of retail network advancement. In terms of city viability it is important to maintain retail network in the city centre, mainly in competition with shopping centres in the outskirts.

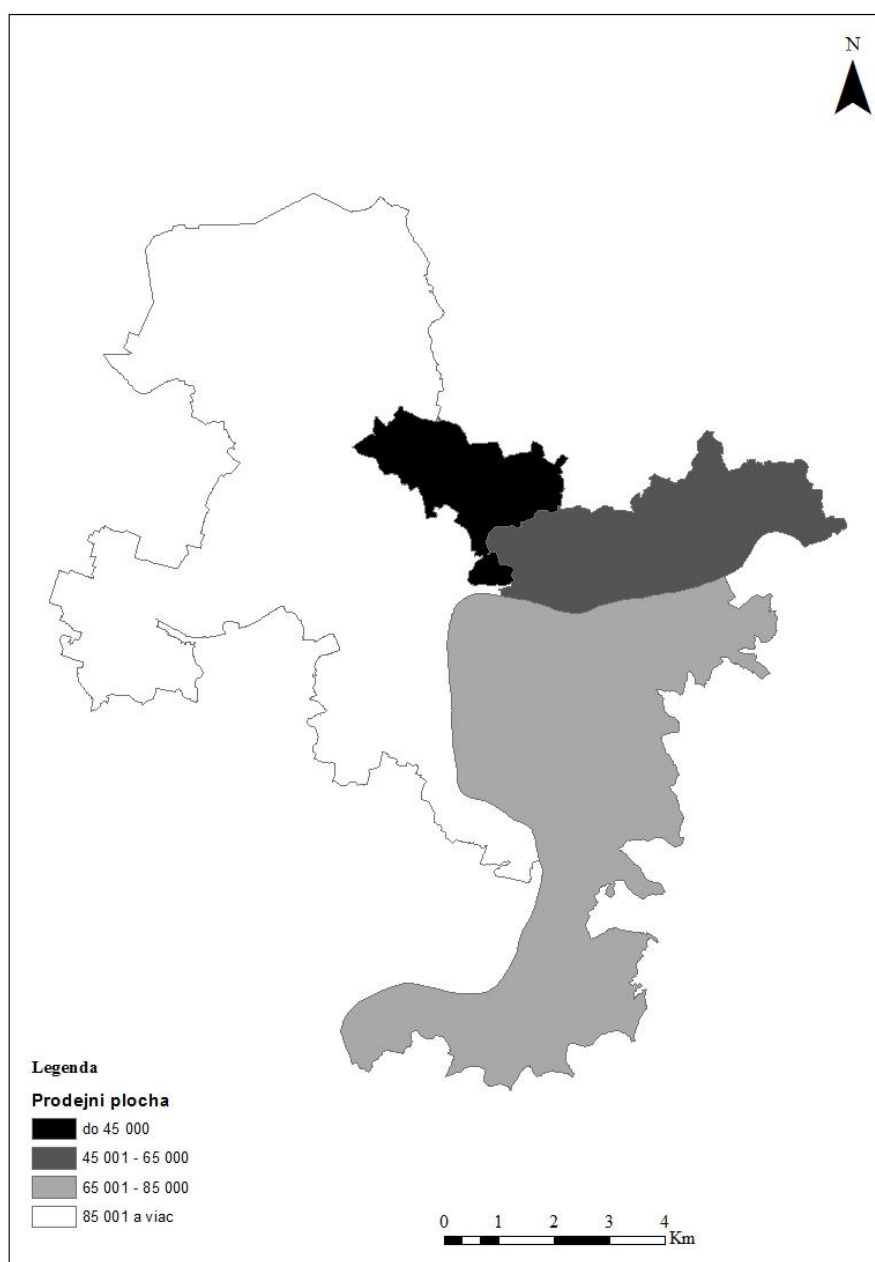
Figure 7: Classification of retail according to CZ NACE in particular city districts.



Source: Own processing

In comparison with other city districts on Ústí nad Labem - town falls higher number of shop sales areas, it is also caused by city's own character. Partly because Ústí nad Labem is university town and partly because many people commute to it and therefore also people from other residences use the district Ústí nad Labem – town for their shopping. (see figure 8)

Figure 8: Total sales area of business operations in city districts.



Source: Own processing

To present the obtained data from local inquiry on maps is important part of the evaluation. Geographical information systems include many basic and advanced functions as well. Within the registration of data on sale to maps a retail unit can calculate the necessary amount of customer visit units according to geographical zones. For determination of sale sector two methods are used that depends on geographical determination of the data, according to postal address or administrative zoning - according to region, district etc.

4.3 Comparison of geographic information system in city of Bratislava

Using the example of territorial representation of shops in Bratislava, capital of Slovakia, the monograph tries to show that the knowledge from geographical information systems can be applied in the analysis process of the shop service area of interests, estimation of sales theoretical potential, stimulation of development strategies, sale prognosis and optimisation of marketing activities without size differences and territorial placement of particular towns, because Bratislava shows different macroeconomic and retail indexes in comparison with Ústí nad Labem.

Bratislava is capital of Slovak republic located in inter-border zone and whose retail network is influenced by Hungarian and Austrian retail networks, the countries closely neighbouring with Bratislava. Considering the specific position of the city of Bratislava, the market strategy of its retail units take into account the national and transnational differentiation factors with respect of close proximity of neighbouring countries from its centre. The adaptation of city offer of territorial specifications increases the added value of assortment of goods and services being placed on the market. In the beginning the retail network of Bratislava fell behind of other European retails, in the end of 90's the concentrating processes substituted the period of atomised retail network development. On the basis of these facts central city parts are commercialised and commercial infrastructure of particular city districts thickened.

Functional shaping of Bratislava territory after 1990 to nowadays has been strongly influenced by market offer and private sector development. At present any customer may select from the offer of large number of retail shops, while the customers are mostly interested in large-area shops – hypermarkets and discount shops. During planning of territory exploitation it is necessary to consider the basic characteristic specifications of city territory particular urban units that are divided as follows:

- **Centre.** The centre is made by urban district Staré Město;
- **Inner city.** It is made by urban districts Ružinov, Nové Město, Karlova Věs and Petržalka;
- **Outer city.** It is made by urban districts Podunajské Biskupice, Vrakuňa, Rača, Vajnory, Devín, Devínska Nová Ves, Dúbravka, Záhorská Bystrica, Lamač, Rusovce, Jarovce and Čuňovo;

Local inquiry was applied in 2011 to obtain the data of retail unit spatial structure in the city of Bratislava . The research took place in 17 city districts in 263 urban districts. 4 098 retail units classified according to SK NACE were asked. On the basis of local inquiry the division of retail units according to particular city districts was specified. To present the obtained data from local inquiry on maps was another important part of the evaluation. The local inquiry allowed to divide the retail shops of the city Bratislava according to particular districts – see the table 8.

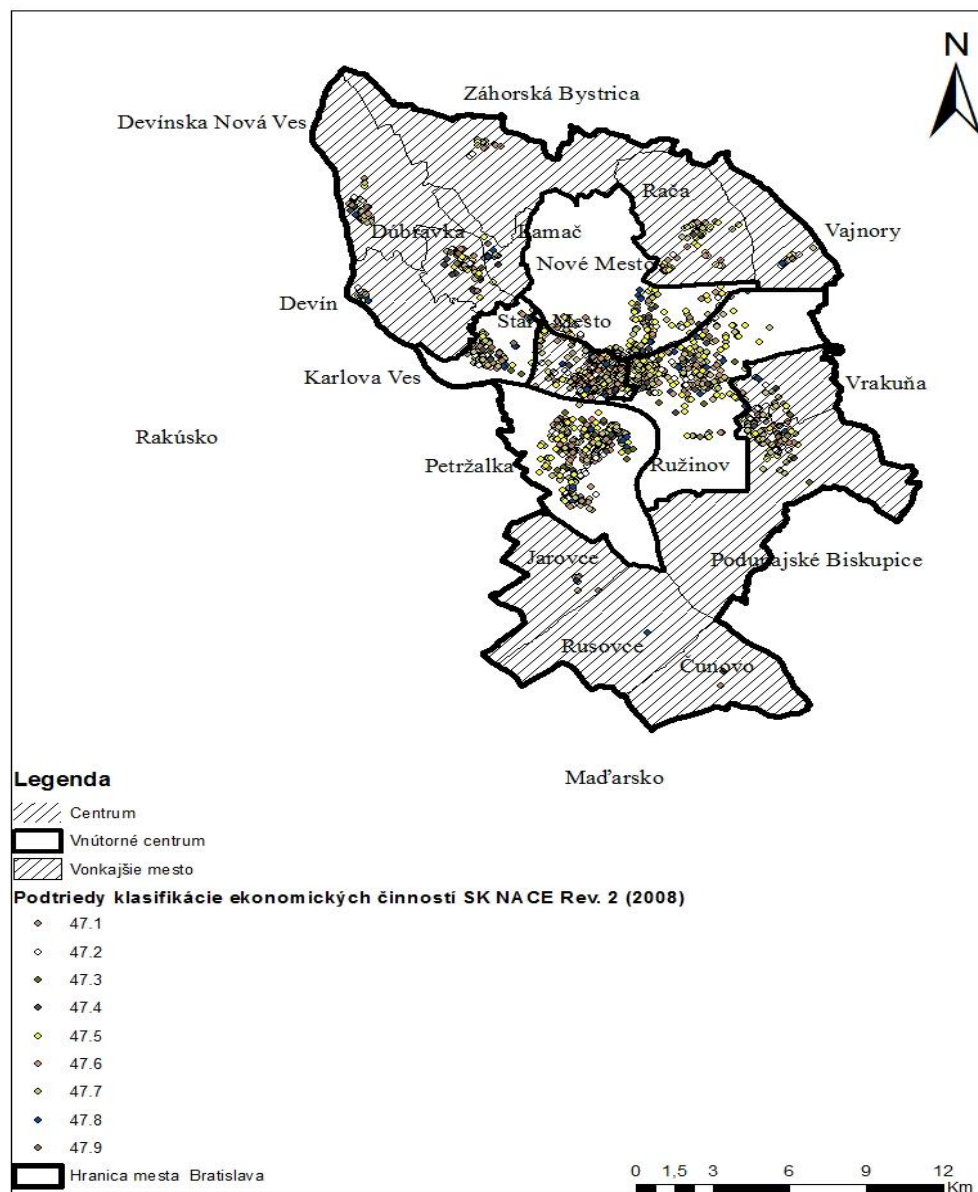
Table 8: Total number of shops divided according to Bratislava particular districts.

City district	Number of shops	Share in %
Staré mesto	1068	26,12
Podunajské Biskupice	157	3,84
Ružinov	927	22,67
Vrakuňa	96	2,35
Nové Mesto	442	10,81
Rača	104	2,54
Vajnory	24	0,59
Devín	15	0,37
Devínska Nová Ves	121	2,96
Dúbravka	135	3,30
Karlova Ves	224	5,48
Lamač	22	0,54
Záhorská Bystrica	23	0,56
Čunovo	1	0,02
Jarovce	1	0,02
Petržalka	727	17,78
Rusovce	2	0,05
Total	4089	100,00

Source: Results of the research within the project VEGA č. 1/0039/11 Geographical information system as a source for corporate strategic innovation in terms of strengthening of its competitive force.

The map illustrates the structure of retail units in the territory of Bratislava, the capital.

Figure 9: Structure of Bratislava shops in 2011



Source: Results of the research within the project VEGA č. 1/0039/11 Geographical information system as a source for corporate strategic innovation in terms of strengthening of its competitive force.

In macroeconomic terms and also from geographic point of view they are different cities – Bratislava as capital of Slovak republic with low unemployment rate and as "unifying town" of surrounding countries retails and on the other hand Ústí nad Labem, regional capital of Northern Bohemia with high unemployment and big number of non-specialised shops. The difference of town planning is projected in the number of shops and their total sales area. Considering the policy of retail unit placement - it has not any influence on size of particular city. In both of the cities the highest rate of shops is in places with highest

concentration of people – in Bratislava it the tourist part Staré mesto and housing developments Ružinov and Petržalka, in Ústí nad Labem they are Ústí nad Labem centre and Neštěmice.

On the basis of simulation of collected data in particular cities Ústí nad Labem or Bratislava it is possible to create the strategic decision model of retail unit with help of geographic information system. Adaptation to the territory and looking for not covered zones using the geographic information system becomes a strategy of future development of every retail. The spatial analysis process of the shops within given retail units is based on the analysis of variables describing the given space.

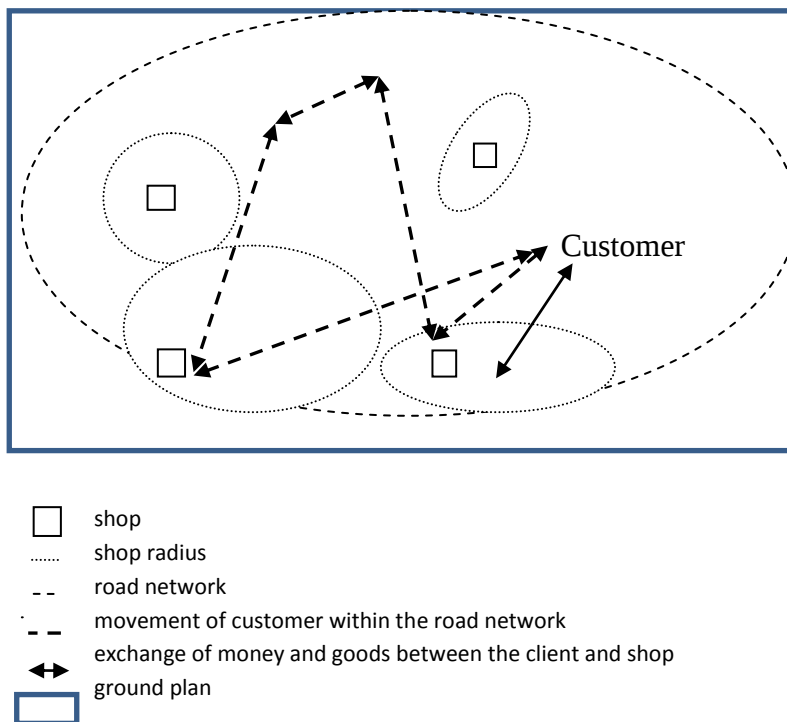
When a placement of the shop is considered particular seller must draw from customer shopping behaviour at evaluation of potential zone of interest in both of the cities.

Analyses of customer perception and behaviour in particular cities depend on the municipality size and customer age structure, nevertheless, in general it can be assumed that customers decide for shopping in certain shop types mainly on the position - res. accessibility, product price and assortment scale (Szczyrba, 2005).

The shop accessibility perceived by customers creates basic factor of shop attractiveness. When considering shop accessibility the customer calculates the distance from the retail shop which costs certain effort, time a possible transport expenses (Šveda, Křížan, 2012).

The attractiveness of the shop placement depends on three elements – customers, road network and retail network in given city. Figure 10 points out to important factor of the shop - its operating range which at one side confirms that customers are attracted by its offer and on the other side it shows willingness of customers to visit differently distanced shops from their residences within the city road network. Most often the customer spatial behaviour depends on their transport possibilities, level of disposable funds and their motivation.

Figure 10: Interaction customer -shop - road network



Source: Kita, Grossmanová, 2014

The shop localisation criteria relate to geomarketing spatial dimension that allows to personify the shop offer considering the localising conditions and also to analyse the selection of suitable customer segments according to the environment and create efficient tools to know the customer behaviour and develop efficient marketing of the shop.

Conclusion

The changes that occurred in retail in 1989 deleted to certain extent the problems typical for the entire section of central planning economy. Present retail allows full access to goods for final customers and at the same time it is dynamically developing sphere of economic activities and potential source of income. It also formulates consumer preferences and changes consumer way of life with objective to stimulate new needs. The market economy leads gradually to less and less anonymous consumer, i.e. the consumer is still more known in terms of the deep of his motivation processes and products are more oriented to individual needs of consumers who differentiate them into segments. This results in approximation of Czech and Slovak retail business units to the condition of European union, i.e. improvement of retail network and strengthening of retail market dominance towards producers.

The development of retail in The Czech Republic and Slovakia initiated the construction of new types of shops, like in West Europe. Arrival of international chains started new phase of retail concentration. Their position in the market changed shopping behaviour and life style of consumers. The development of number of retail shops and mainly of shopping centres in territories of Ústí nad Labem and Bratislava is based on adaptation to the territory and searching of new profitable zones in the city. Considering the shopping parks these have become key bearers of retail transformation in urban environment. They bring new functions and bring not only economic but also social and cultural activities influencing the flow of consumers in the space. Further is can be stated upon the research results that structure of retail unit in cities is not equal and these results point out to further possibilities of construction of new retail units. The present motorism dynamic development caused mobility growth of inhabitants to large-area retail units. This is shown in different number of shops and sizes of their sales areas in respect to retail territorial planning. With both of the cities it applies that town districts located in the centre or inner city are concerned, i.e. in Bratislava - Staré město, Ružinov and Petržalka and in Ústí nad Labem its centre and Neštěmice. Further significant difference characterising retail networks of compared cities is relatively new fact of retail network "asiatisation" mainly in city centres. This phenomenon is stronger in Ústí nad Labem centre. Regarding Bratislava, the retailers are rather acting through stalls in city market-halls. Also the number of sales areas in city centre is important index of retail network advancement. At present the

concentration is characterised with increasing movement in vertical direction specifying new processes in business activities which in their final consequence lead to complex satisfaction of consumers needs.

In practice this effect is documented by moving of large-area shops to smaller towns, changes in hierarchy of retail network and its new spatial structure. With the mentioned trends other possibilities of geomarketing application in making decisions on retail unit localisation gain its importance and above all cartographic techniques which are not only visualisation tool for spatial data but also they fulfil the function of interpretation tool. In this way geomarketing represents an important tool in approach of retail companies. In terms of the mentioned characteristics it can be classified among localisation tools of marketing decisions. It is supported with state-of-the-art information technique and geographic information system. On the map basis it allows to compare very different data, like for instance distribution of various consumers according to their social-demographic characteristics. It is a very efficient and precise tool for decision making subjects, which must find new business occasions and localise new sales point or renew old ones in the analysed geographic zone.

The possibility of corporate and municipal bodies of decision on retail network development in combination with cartographic output means main preferences of geomarketing application at analysis of retail and consumer behaviour. Its benefits are numerous not only for the field of business development but also in searching and building of consumer loyalty. Better knowledge of customer spatial behaviour allows retailer to understand attractiveness of the shop and plan future implementations of new retail unit. In this way it becomes more and more important tool applied in decisions of marketing managers. In the monograph the confirmation of current development can be seen going in two directions: on one hand it is bigger simplicity and availability of geographic information systems going together with further corporate enlargement in given geographic location. On the other hand as strategic decision tools they help deciding of corporate top managers.

Bibliography

- ANSELIN, L., GETIS, A. 1992. Spatial statistical analysis and geographic information systems. In: *The Annals of Regional Science*. 26 (1). pp. 19-33.
- BERANOVÁ, M. 2011. Small-Scale Retail in Czech Republic from the Customer's Perspective. In: *Economics And Sociology* [online]. 4 (2). pp. 50-65. [cit. 2015-02-22] Available from: 10.14254/2071-789X.2011/4-2/6
- BLAŽEK, J., UHLÍŘ, D. 2002. *Teorie regionálního rozvoje: nástin, kritika, klasifikace*. Praha: Karolinum. ISBN 80-246-0384-5.
- BROWN, S. 1995. Retail Park: Customer Usage and Perceptions of a Retailing Innovation. In: AKEHURST, G., ALEXANDER, N. *Retail Marketing*. London: Taylor & Francis Group. pp. 96-132.
- CIMLER, P., ZADRAŽILOVÁ, D. et al. 2007. *Retail management*. Praha: Management Press, 2007. ISBN 978-80-7261-167-6.
- CLARKE, I., BENNISON D., PAL J. 1997. Towards a Contemporary Perspective of Retail Location. In: *The International Journal of Retail and Distribution Managment*. 25 (2). pp. 59-69.
- CLIQUET G. ed. 2013. *Geomarketing. Methods and Strategies in Spatial Marketing*. United Kindom: Iste. ISBN 978- 1-905209-07-1.
- CZSO. 2015a. *Celková zaměstnanost České republiky a jednotlivých regionů* [online]. Available from: <http://www.czso.cz/x/krajedata.nsf/oblast2/zamestnanost-xu> [Cit. 4.3.2015]
- CZSO. 2015b. *Hrubá přidaná hodnota v regionech* [online]. Available from: http://vdb.czso.cz/vdbvo/tabparam.jsp?voa=tabulka&cislotab=RgU_0601&vo=null [Cit. 4.3.2015]
- CZSO. 2015c. *Základní finanční ukazatelé – obchod, pohostinství a ubytování* [online]. Available from: http://www.czso.cz/csu/redakce.nsf/i/obchod_pohostinstvi_ubytovani [Cit. 4.3.2015]
- ČIHOVSKÁ, V., ČIHOVSKÝ, M. 2011. *Európsky marketing*. Bratislava: Sprint dva. p. 195. ISBN 978-80-89393-36-7.
- DAWSON, J. 2003. Towards a model of the impacts of retail internationalisation. In: J. Dawson, M. Mukoyama, Sang Chul Choi a R. Larke (eds.) *Retail internationalisation in Asia*. Londýn: Routledge. pp. 189-209. ISBN 978-1-78100-722-8.
- DOUARD, J. P., HEITZ, M. 2004. *Le géomarketing*. Paris: DUNOD. 238 p. ISBN 978-2-10-006906-3.
- DURAFOUR, D. 2009. *Marketing*. 6. vyd. Paris: DUNOD. 159 p. ISBN 978-2-10-053415-9.
- ESHUIS, J., BRAUN, E., KLIJN, E.-H. 2013. Place Marketing as Governance Strategy: An Assessment of Obstacles in Place Marketing and Their Effects on Attracting Target Groups. In: *Public Administration Review*. 73 (3). pp. 507 – 516. ISSN 1540-6210.
- EUROSTAT. 2015. *Databáze* [online]. Available from: <http://ec.europa.eu/eurostat/data/database> [Zobrazeno 4.3.2015]
- GHOSH, A., MCLAFFERTY, S. 1987. *Location Strategies for Retail and Service Firms*. Lexington: MA: D.C. Heath and Company. ISBN 978-0-7727-1487-9.
- HADRAVOVÁ, Z. 1985. *Obchodně provozní jednotky*. Praha: SNTL. 239 p. ISBN 04-327-85.

HALÁS, M. 2014. *Modelovanie priestorového usporiadania a dichotómie centrum-periféria*. Geografie. 199 (4). pp. 384-404.

HARDER, C. 1997. *GIS Means Business*. Environmental Systems Research Institute, Redlands, CA.

HELPER, J. P., ORSONI, J. 2007. *Marketing*. 10. vyd. Paris: Vuibert. 462 p. ISBN 978-2-7117-7552-1.

HLAVÁČEK, P. 2012. *Aktéři a mechanismy regionálního rozvoje*. Ústí nad Labem: UJEP. ISBN 978-80-7414-523-0.

HOSPERS, G.-J. 2004. Place Marketing in Europe. In: *The Branding of the Oresund Region, Intereconomics*. 39 (5). pp. 271 – 279. ISSN 1613-964X.

KARLÍČEK, M., KRÁL P. 2011. *Marketingová komunikace. Jak komunikovat na našem trhu*. Praha: Grada. 224 p. ISBN 978-80-247-3541-2.

INCOMA GFK. 2015. *Expanze nákupních center v ČR*. [online]. Available from: <http://incoma.cz/expanze-nakupnich-center-v-cr/> [Cit. 5.3.2015]

Informace o kompletním CENSU maloobchodní sítě a MIKROCENSU maloobchodní sítě a stravování pro pracovní tým RHSD pro vnitřní trh. [online]. Available from: <http://www.ospzv-aso.cz/addons/112%20RHSD/Informace-o-kompletnim-CENSU-maloobchodni-site-a-MIKROCENSU-maloobchodni-site-a-stravovani.pdf> [Cit. 5.3.2015]

JAKUBÍKOVÁ, D. 2013. *Strategický marketing- strategie a trendy*. 2. vyd. Praha: Grada. ISBN 978-80-247-4670-8.

JEŽEK, J., RUMPEL, P., SLACH, O. 2007. *Marketingový management obcí, měst a regionů: manuál pro potřeby praxe*. Ostrava: Ostravská univerzita. ISBN 978-80-7368-294-1.

JIANG, B., CLARAMUNT, C., BATTY, M. 1999. *Geometric Accessibility And Geographic Information: Extending Desktop GIS To Space Syntax*. 32 (2). pp. 127-146.

JONES, K. Pearce M. 1999. The Geography of Markets: Spatial Analysis for Retailers. In: *Ivey Bussiness Journal*. 6 (3). pp. 66-70.

JURÁŠKOVÁ, O., HORŇÁK, P. 2012. *Velký slovník marketingových komunikací*. Praha: Grada. 272 p. ISBN 978-80-247-4354-7.

KEARNS, G., PHILO, C. 1993. *Selling Places: the city as cultural capital, past and present*. Oxford. ISBN 0080413846.

KISLINGEROVÁ, E. 2007. *Úvod do podnikového hospodářství*. 2.vyd. Praha: C. H. Beck. ISBN 978-80-7179-879-2.

KITA, P. 2011. Marketing predajne. In: KITA, P., JURKOVIČOVÁ, L., KOVÁČOVÁ. 2011. *Zbierka úloh z marketingu pre stredné školy*. Bratislava: Vydavateľstvo EKONÓM, p. 47.

KITA, P. 2013. *Obchodná prevádzka*. Bratislava: Vydavateľstvo EKONÓM. 227 p. 13 (3). ISBN 978-80-225-3625-7.

KITA, P. et al. 2013. *Geografický informačný systém - inovatívny nástroj posilňovania konkurencieschopnosti maloobchodných podnikov*. Bratislava: Ekonóm. 12 (4). ISBN 978-80-225-3716-2.

KITA, P., GROSSMANOVA, M. 2014. Reflection of Bratislava Retail Network in Selected Aspects of Consumer Behaviour. In: *Business: Theory and Practice*. 15 (3), pp. 279-284. DOI: 10.3846/btp.2014.28.

KITA, J. *Geomarketing*. 2013. Bratislava: Ekonóm. ISBN 978-80-225-3706-3.

KITA, J. 2011. Geografické aspekty marketingového mixu v maloobchode. In: *Zborník vedeckých statí projektu VEGA 1/0039/11 Geografický informačný systém ako zdroj strategickej inovácie podniku z hľadiska posilnenia jeho konkurencieschopnosti : Geografický informačný systém ako zdroj strategickej inovácie podniku z hľadiska posilnenia jeho konkurencieschopnosti*. Bratislava: Vydavateľstvo EKONÓM. pp. 19-27. ISBN 978-80-225-3283-9.

KITCHEN, P. J. 1999. The evolution of marketing and marketing communications: principles and practice. In: Kitchen, P.J., *Marketing Communications: Principles and Practice*. London: Thomson Learning.

KOTLER, P., KELLER, K. L. 2013. *Marketing management*. 14.vyd. Praha: Grada. ISBN 978-80-247-4150-5.

KOTLER, P., WONG, V., SAUNDERS, J., ARMSTRONG, G. 2007. *Moderní marketing*. 4.vyd. Praha: Grada. ISBN 978-80-247-1545-2.

KOZEL, R., Mynářová, L., Svobodová L. 2011. *Moderní metody a techniky marketingového výzkumu*. Praha: Grada Publishin. ISBN 978-80-247-3527-6.

KUNC, J., TONEV, P., SZCZYRBA z., FRANTÁL, B. 2012. *Shopping centers and selected aspects of shopping behaviour*. *Geographia Technica* [online]. 16 (2). pp. 39-51 [cit. 2015-02-22]. Available from: Business Source Complete, EBSCOhost

KRIŽAN, F., TOLMÁČI, L. 2008(c). Meranie priestorovej dostupnosti pôšt na území mesta Bratislava pomocou percepčných mier dostupnosti (kvalitatívny prístup). In: *Pošta, telekomunikácie a elektronický obchod*. 3 (2). pp. 33-42.

LANDRY, C. 2000. *The Creative City: A Toolkit for Urban Innovators*. London. ISBN 978-1-84407-598-0.

LATOUR P., LE FLOC'H J. 2001. *Géomarketing: principes, méthodes et applications, Editions d'Organisation, Paris*.

LEVY, M., WEITZ, B. A. 2007. *Retailing Management*. New York: McGraw-Hill/Irwin. 704 p. ISBN 978-0073530024.

LIMBECK, M., 2014. *Velká kniha o prodeji*. 5.vyd. Praha: Grada. 288 p. ISBN 978-80-247-4095-9.

LONGLEY PAUL A., GOODCHILD MIKE, MAGUIR DAVID J. E, RHIND DAVID W. 2010. *Geographic Information Systems and Science*. 3.vyd. New York: Wiley. ISBN 978-0470721445.

MADRY, P. 2006. *Créer son commerce*. Paris: DUNO. 219 p. ISBN 2-10-049624-7.

MAIER, K. 1997. *Územní plánování*. Praha: Vydavatelství ČVUT.

- MAIER, K., ČTYROKÝ, J. 2000. *Ekonomika územního rozvoje*. Praha: Grada. ISBN 80-7169-644-7.
- MARKETLINE. 2014a. *Apparel Retail Industry Profile: Czech Republic* [online] [cit. 2015-02-22]. Available from: Business Source Complete, EBSCOhost
- MARKETLINE. 2014b. *Food Retail Industry Profile: Czech Republic* [online] [cit. 2015-02-22] Available from: Business Source Complete, EBSCOhost
- Marketingové noviny. 2013. *Žebříček TOP 10: Maloobchod se mění i pod tlakem zákazníků regionů* [online]. Available from: <http://www.marketingovenoviny.cz/zebricek-top-10-maloobchod-se-meni-i-pod-tlakem-zakazniku/> [Cit. 4.3.2015]
- MITRÍKOVÁ, J. 2008. *Geografické aspekty transformácie maloobchodu a nákupného správania sa na Slovensku (prípadové štúdie z miest Prešov a Košice)*. Prešov: Prešovska univerzita v Prešove. 213 p. ISBN 978-80-8068-922-3.
- MCDUGALL, Y.B. 1995. Decision-making Under Risk: Risk Preference, Monetary Goals and Information Search, *Personality and Individual Differences*. 18 (6). pp. 771-782.
- MOULINIER, R. 2005. *Dictionnaire de la vente*. Paris: Vuibert. 344 p. ISBN 2-7117-7831-2.
- MULAČ P., MULAČOVÁ V., 2013. *Obchodní podnikání ve 21. století*. Praha: Grada. 520 p. ISBN 978-80-247-4780-4.
- Nákupní centra a trendy na retailovém trhu v České republice. [online]. Available from: http://www.stavebni-forum.cz/diskuse2014/prezentace/0122_novotny.pdf [Cit. 1.3.2015]
- Nejnovější zprávy z českého trhu maloobchodních nemovitostí. [online]. Available from: <http://www.jll.cz/czech-republic/cs-cz/novinky/254/nejnovejsi-zpravy-z-ceskeho-trhu-maloobchodnich-nemovitosti> [Cit. 1.3.2015]
- OPPLOVÁ, M. 1994. *Životní prostředí měst a regionů*. Praha: VŠE. ISBN 80-7079-580-8.
- PACHÉ, G. 2003. Tendences d'évolution des canaux de distribution : un éclairage à partir de stratégies logistiques. In: *Décisions Marketing*. ISSN 1253-0476. 9 (31). pp. 714.
- PODPIERA, J., RAKOVA, M. 2009. The Price Effects of an Emerging Retail Market. In: *Eastern European Economics* [online]. 47 (1). pp. 92-105 [cit. 2015-02-22]. Available from: 10.2753/EEE0012-8775470105.
- PRAŽSKÁ, L., JINDRA, J. et al. 2002. *Obchodní podnikání*. 2.vyd. Praha: Management Press. 874 p. ISBN 80-7261-059-7.
- RONALD L. HESS, RONALD S. RUBIN, LAWRENCE A. WEST JR. 2004. Geographic information systems as a marketing information system technology. In *Decision Support Systems*. pp. 197-212
- REYNOLDS, J. 1997. Retailing in computer-mediated environments: electronic commerce across Europe. In: *The International Journal of Retail and Distribution Management*. 25 (1). pp. 29 – 37. ISSN 0959-0552.
- SIMOVA, J. 2010. Internationalization in the Process of the Czech Retail Development. *E M Ekonomie a Management / E M Economics* [online]. 13 (2). pp. 78-91 [cit. 2015-02-22].

SMUTKA, L., STEININGER, M., MAITAH, M., ROSOCHATECKÁ, E., BELOVA, A., NASRI, S. 2013. Retail food prices in the Czech Republic - The influence of selected factors. *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis* [online]. 61 (2). pp. 481-492 [cit. 2015-02-22]. Available from: 10.11118/actaun201361020481.

SIVIČEK, T. (ed.). 2013. Služby – vybrané aspekty prodeje [CD-ROM]. Ústí nad Labem: UJEP. ISBN 978-80-7414-649-7.

SPILKOVÁ, J. 2012. *Geografie maloobchodu a spotřeby: věda o nakupování*. Praha: Karolinum. 246 p. ISBN 978-80-246-1951-4.

Retail Development and Impact Assessment in Czech Republic: Which Tools to Use? *European Planning Studies*. 18 (9). pp. 1469-1484. Available from: 10.1080/09654313.2010.492583.

SLIWINSKI, A. 2002. Spatial point pattern analysis for targeting prospective new customers: bringing GIS functionality into direct marketing. In: *Journal of Geographic Information and Decision Analysis*. 6 (1). pp. 31-48.

SRPOVÁ, J. ŘEHOŘ, V., 2010. *Základy podnikání. Teoretické poznatky, příklady, a zkušenosti českých podnikatelů*. Praha: Grada. 432 p. ISBN 978-80-247-3339-5.

STARZYCZNÁ, H. 2011. *Ekonomika obchodu*. [online 29.10.2011] Available from: <http://polodriver.uvadi.cz/files/Ekonomika%20Obchodu/eo3.pdf>

SZCZYRBA, Z. 2006. *Geografie obchodu – se zaměřením na současné trendy v maloobchodě*. Učební text. Olomouc: Univerzita Palackého v Olomouci. 92 p. ISBN 80-244-1453-8.

SZCZYRBA, Z. 2005. *Maloobchod v České republice po roce 1989: vývoj a trendy se zaměřením na geografickou organizaci*. Olomouc: Univerzita Palackého. 126 p. ISBN 80-244-1274-8.

SÚ SR. 2013. *Revidované údaje HDP – regionálne údaje (1995 – 2011)* [online]. Available from: <http://slovak.statistics.sk/wps/portal/ext/themes/macroeconomic/accounts/indicators> [Cit. 4.3.2015]

ŠVEDA, M., KRIŽAN, F. 2012. Prejavy komerčnej suburbanizácie vo vybraných odvetviach hospodárstva v zázemí Bratislavy. In *Ekonomický časopis*. ISSN 0013-3035. 60 (5). pp. 460 – 481.

TELLER, C., ELMS, J. R., THOMSON, Jennifer A., PADDISON, A. R. 2010. Place marketing and urban retail agglomerations: An examination of shoppers' place attractiveness perceptions. In: *Place Branding and Public Diplomacy*. 6 (2). pp. 124 – 133. ISSN: 1751-8040.

TELLER, C., ELMS, J. R. 2012. Urban place marketing and detail agglomeration customers. In: *Journal of Marketing Management*. 28 (5 – 6). pp. 546 – 567. ISSN 1472-1376.

TELLER, C. 2008. Shopping stress versus shopping malls – Determinants of Agglomeration format attractiveness from the consumers' point of view. In: *International Review of Retail, Distribution and Consumer Research*. 18 (4). pp. 381 – 403. ISSN: 1466-4402.

Van den BERG, L., BRAUN, E. 1999. Urban Competitiveness, Marketing and the Need for Organising Capacity. In: *Urban Studies*. 36 (5 – 6). pp. 987 – 999. ISSN: 1360-063X.

VAŠTÍKOVÁ, M. 2014. *Marketing služeb - efektivně a moderně*. 2.vyd. Praha: Grada. ISBN 978-80-247-2721-9.

VEBER J., SRPOVÁ J. et al. 2012. *Podnikání malé a středné podniky*, 3. vyd. Praha: Grada. 336 p. ISBN 978-80-247-4520-6.

Velkoplošné obchodní komory již mají v české republice 45 mil m². [online]. Available from: <http://incoma.cz/velkoplosne-obchodni-komplexy-jiz-maji-v-ceske-republice-45-milionu-m2/> [Cit. 1.3.2015]

VIESTOVÁ, K. et al. 2008. *Obchodná prevádzka maloobchodnej jednotky. Vybrané časti*. Bratislava: Ekonóm. ISBN 978-80-225-2600-5.

VYSEKALOVÁ, J. ET AL. 2014. *Emoce v marketingu*. Praha: Grada. 296 p. ISBN 9788024748436.

ZÁBOJ, M. 2011. *Obchodní operace*. Pedagogická fakulta Masarykovy univerzity. [online 29.10.2011] Available from: <http://is.muni.cz/do/1499/el/estud/pdf/ps09/obchod/web/pages/obchodni-provoz-jako-system.html>

ZÁKON Č. 455/1991 Sb., o živnostenském podnikání (živnostenský zákon), ve znění pozdějších předpisů.

ZÁKON Č. 513/1991 Sb., obchodní zákoník, ve znění pozdějších předpisů.

ZAMAZALOVÁ, M. 2009. *Marketing obchodní firmy*. Praha: Management Press. ISBN 978-80-247-2049-4.

ZAMAZALOVÁ, M. et al. 2010. *Marketing*. 2. přepracované vydání. Praha: C. H. Beck. ISBN 978-80-7400-115-4.

ŽBIKOWSKA, A. 2009. Economic and political background in the international marketing on Central and Eastern European markets. In: SZYMURA-TYC, M. *International Marketing and Business in the CEE Markets*. Katowice: University of Economics in Katowice Publisher. pp. 92-109.

Annexes

Annex 1: Real GDP growth rate (y/y; %)	86
Annex 2: HICP (y/y; %)	86
Annex 3: Unemployment rate – annual average (%)	86
Annex 4: Gross value-added by economic activity in the Czech Republic (mil., EUR)	87
Annex 5: Gross value-added by economic activity in Ústí region (mil., EUR)	88
Annex 6: Gross value-added by economic activity in the Slovak republic (mil., EUR)	89
Annex 7: Gross value-added by economic activity in Bratislava region (mil. EUR)	90
Annex 8: Employment by economic activity in the Czech Republic (thousands of employed persons)	91
Annex 9: Employment by economic activity in Ústí Region (thousands of employed persons)	92
Annex 10: Employment by economic activity in the Slovak republic (thousands of employed persons)	93
Annex 11: Employment by economic activity in Bratislava region (thousands of employed persons)	94
Annex 12: Volume of Retail Trade in the EU 28 - Index of deflated turnover (%)	95
Annex 13: Change in Volume of Retail Trade in the EU 28 (y/y; %)	96
Annex 14: Volume of Retail Trade in the Czech Republic - Index of deflated turnover (%)	97
Annex 15: Change in Volume of Retail Trade in the Czech Republic (y/y; %)	98
Annex 16: Volume of Retail Trade in the Slovak Republic - Index of deflated turnover (%)	99
Annex 17: Change in Volume of Retail Trade in the Slovak republic (y/y; %)	99

Annex 1: Real GDP growth rate (y/y; %)

GEO/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
EU28	3,9	2,2	1,3	1,5	2,5	2,0	3,4	3,1	0,5	-4,4	2,1	1,7	-0,4	0,0	
Czech Republic	4,3	3,1	1,6	3,6	4,9	6,4	6,9	5,5	2,7	-4,8	2,3	2,0	-0,8	-0,7	2,0
Germany	3,0	1,7	0,0	-0,7	1,2	0,7	3,7	3,3	1,1	-5,6	4,1	3,6	0,4	0,1	1,6
Slovakia	1,2	3,3	4,7	5,4	5,2	6,5	8,3	10,7	5,4	-5,3	4,8	2,7	1,6	1,4	
United States	4,1	1,0	1,8	2,8	3,8	3,3	2,7	1,8	-0,3	-2,8	2,5	1,6	2,3	2,2	2,4

Source: Eurostat

Annex 2: HICP (y/y; %)

GEO/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
EU28	3,5	3,2	2,5	2,1	2,3	2,3	2,3	2,4	3,7	1,0	2,1	3,1	2,6	1,5	0,6
Czech Republic	3,9	4,5	1,4	-0,1	2,6	1,6	2,1	3,0	6,3	0,6	1,2	2,1	3,5	1,4	0,4
Germany	1,4	1,9	1,4	1,0	1,8	1,9	1,8	2,3	2,8	0,2	1,2	2,5	2,1	1,6	0,8
Slovakia	12,2	7,2	3,5	8,4	7,5	2,8	4,3	1,9	3,9	0,9	0,7	4,1	3,7	1,5	-0,1
United States	3,4	2,4	0,9	2,3	2,7	3,7	3,2	2,6	4,4	-0,8	2,4	3,8	2,1	1,3	1,3

Source: Eurostat

Annex 3: Unemployment rate – annual average (%)

GEO/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
EU28	8,9	8,6	9,0	9,2	9,2	9,0	8,2	7,2	7,0	8,9	9,6	9,6	10,5	10,9	10,2
Czech Republic	8,8	8,1	7,3	7,8	8,3	7,9	7,1	5,3	4,4	6,7	7,3	6,7	7,0	7,0	6,1
Germany	7,9	7,8	8,6	9,7	10,4	11,2	10,1	8,5	7,4	7,6	7,0	5,8	5,4	5,2	5,0
Slovakia	18,9	19,5	18,8	17,7	18,4	16,4	13,5	11,2	9,6	12,1	14,5	13,7	14,0	14,2	13,2
United States	4,0	4,8	5,8	6,0	5,5	5,1	4,6	4,6	5,8	9,3	9,6	8,9	8,1	7,4	6,2

Source: Eurostat

Annex 4: Gross value-added by economic activity in the Czech Republic (mil., EUR)

	NACE R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL	Total - All NACE activities	58 007,3	65 445,9	76 094,4	77 072,7	82 922,0	94 279,1	107 162,7	119 007,0	139 498,2	128 247,8	135 275,2	140 075,8
A	Agriculture, forestry and	2 087,2	2 281,2	2 235,2	2 107,9	2 283,4	2 407,2	2 626,3	2 847,7	3 218,7	2 463,5	2 240,9	3 245,8
B-E	Industry (except construction)	17 946,9	20 481,6	23 046,7	22 553,0	25 735,3	29 462,5	33 941,1	37 722,8	43 514,1	38 534,0	40 162,0	42 709,0
C	Manufacturing	15 028,2	16 951,5	18 709,4	18 413,6	20 938,9	24 070,8	27 407,0	30 549,7	33 925,5	28 924,3	31 067,4	33 564,2
F	Construction	3 809,3	4 154,0	4 951,4	5 135,7	5 716,4	6 355,9	7 027,0	8 098,9	9 446,7	9 162,7	9 918,8	9 513,5
G-J	Wholesale and retail trade	15 716,8	17 560,0	20 517,0	20 954,0	21 615,3	24 450,8	28 159,1	30 952,4	35 238,9	31 021,7	33 135,6	33 976,9
G-I	Wholesale and retail trade	13 213,4	14 717,7	17 008,9	17 327,7	17 863,6	19 917,7	22 836,7	24 856,4	28 136,4	24 353,4	26 246,2	26 972,1
J	Information and communication	2 503,4	2 842,3	3 508,1	3 626,3	3 751,7	4 533,1	5 322,3	6 096,1	7 102,5	6 668,3	6 889,4	7 004,8
K-N	Financial and insurance	8 729,8	9 960,3	11 730,8	12 208,1	12 926,8	14 922,3	16 860,2	19 371,2	24 803,6	24 123,2	25 699,5	25 888,6
K	Financial and insurance	1 613,3	2 072,5	2 134,6	2 565,8	2 717,5	2 737,6	3 222,2	4 081,0	5 582,8	5 684,9	6 246,4	6 819,7
L	Real estate activities	3 801,9	4 041,7	4 544,3	4 640,0	4 868,0	5 921,7	6 725,4	7 253,4	9 239,5	9 556,2	10 231,1	9 525,1
M-N	Professional, scientific and	3 314,6	3 846,2	5 051,8	5 002,2	5 341,3	6 262,9	6 912,6	8 036,8	9 981,3	8 882,1	9 221,9	9 543,8
O-U	Public administration and	9 717,3	11 008,7	13 613,4	14 114,0	14 644,8	16 680,4	18 549,0	20 013,9	23 276,2	22 942,7	24 118,5	24 742,0
O-Q	Public administration, defence	8 177,4	9 341,2	11 701,0	12 073,2	12 559,4	14 418,1	15 874,7	17 122,6	20 147,8	19 906,8	20 808,7	21 311,9
R-U	Arts, entertainment and	1 539,9	1 667,5	1 912,3	2 040,8	2 085,4	2 262,3	2 674,3	2 891,4	3 128,4	3 035,9	3 309,8	3 430,1

Source: Eurostat

Annex 5: Gross value-added by economic activity in Ústí region (mil., EUR)

	NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL	Total - All NACE activities	3 864,9	4 250,6	4 975,9	5 175,2	5 516,4	6 234,5	7 036,8	7 665,2	8 936,7	8 569,4	8 708,2	8 798,9
A	Agriculture, forestry and fishing	88,0	95,5	92,6	87,6	88,8	96,7	106,1	107,1	127,0	116,5	103,5	154,5
B-E	Industry (except construction)	1 541,3	1 708,5	1 933,3	2 019,8	2 305,7	2 602,1	3 028,5	3 230,0	3 693,5	3 408,6	3 440,4	3 410,6
C	Manufacturing	1 036,0	1 135,5	1 256,0	1 300,5	1 524,6	1 725,0	1 990,8	2 125,6	2 236,5	1 781,0	1 975,5	1 981,1
F	Construction	287,9	306,5	383,2	402,4	454,1	499,2	528,9	641,7	720,4	750,7	774,9	742,0
G-J	Wholesale and retail trade; repair of motor vehicles, motorcycles, mopeds and light trucks	798,9	878,2	1 063,0	1 128,4	1 079,9	1 207,9	1 400,6	1 514,1	1 804,4	1 692,6	1 684,0	1 792,9
G-I	Wholesale and retail trade, except of motor vehicles, motorcycles, mopeds and light trucks	709,8	780,6	941,2	1 015,8	981,3	1 031,4	1 217,9	1 334,4	1 503,5	1 407,1	1 397,3	1 518,5
J	Information and communication	89,1	97,6	121,8	112,5	98,6	176,5	182,7	179,7	300,9	285,5	286,7	274,4
K-N	Financial and insurance activities	429,3	458,1	547,6	517,3	560,7	650,4	673,1	771,9	980,5	1 032,8	1 066,6	1 097,0
K	Financial and insurance activities, except of real estate activities	49,9	56,2	60,3	83,0	82,5	71,0	77,6	95,4	127,6	135,2	142,5	167,3
L	Real estate activities	247,2	257,5	291,8	235,2	256,7	319,8	320,9	367,3	482,8	517,6	547,5	533,1
M-N	Professional, scientific and technical activities	132,3	144,4	195,4	199,1	221,4	259,6	274,6	309,2	370,1	379,9	376,6	396,6
O-U	Public administration and defence; compulsory social security	719,5	803,8	956,2	1 019,7	1 027,2	1 178,2	1 299,6	1 400,5	1 610,9	1 568,2	1 638,7	1 601,9
O-Q	Public administration, defence and compulsory social security	606,6	683,0	821,7	880,7	897,4	1 035,3	1 144,3	1 227,9	1 448,5	1 398,9	1 461,6	1 430,3
R-U	Arts, entertainment and recreation	112,9	120,7	134,5	139,0	129,8	142,9	155,3	172,6	162,3	169,3	177,1	171,6

Source: Eurostat

Annex 6: Gross value-added by economic activity in the Slovak republic (mil., EUR)

	NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL	Total - All NACE activities	19 659,0	21 323,6	23 467,3	26 407,4	30 361,1	34 189,0	40 145,5	49 403,4	58 435,0	57 074,6	59 916,1	62 396,3
A	Agriculture, forestry and fishing	876,9	1 064,6	1 179,1	1 181,8	1 239,8	1 241,9	1 430,0	1 992,2	2 413,6	1 933,8	1 720,7	2 146,3
B-E	Industry (except construction)	5 671,3	5 999,0	6 159,4	7 592,0	9 111,0	10 063,8	12 444,6	14 841,5	16 827,2	14 005,3	15 991,0	16 979,2
C	Manufacturing	4 685,3	5 203,1	5 119,7	5 997,8	7 076,8	7 979,4	9 355,6	11 460,9	13 107,9	10 174,2	12 561,5	13 434,9
F	Construction	1 418,6	1 341,0	1 780,9	1 643,2	1 942,4	2 365,4	3 175,1	4 176,4	5 849,0	5 654,3	5 417,6	5 575,9
G-J	Wholesale and retail trade	5 181,6	5 838,7	6 012,4	6 920,0	8 131,5	9 314,4	10 270,8	12 901,3	15 462,4	15 290,9	15 836,6	16 105,0
G-I	Wholesale and retail trade	4 484,2	5 013,2	5 121,4	5 903,3	6 948,9	7 973,2	8 690,4	10 857,5	13 104,6	12 569,6	13 108,9	13 301,1
J	Information and communication	697,4	825,5	891,0	1 016,7	1 182,6	1 341,3	1 580,4	2 043,7	2 357,7	2 721,3	2 727,7	2 803,9
K-N	Financial and insurance activities	3 254,9	3 514,2	4 333,0	4 567,0	5 125,2	5 720,9	6 644,8	7 970,3	9 573,9	10 297,8	10 600,3	11 180,5
K	Financial and insurance activities	438,8	462,6	885,4	1 012,3	1 180,1	1 473,1	1 553,1	1 742,0	1 927,3	2 195,3	2 129,9	2 409,3
L	Real estate activities	1 592,5	1 871,6	2 016,4	2 065,0	2 203,6	2 218,7	2 570,2	2 958,5	3 503,0	3 760,8	3 919,1	4 202,4
M-N	Professional, scientific and technical activities	1 223,6	1 180,1	1 431,2	1 489,7	1 741,5	2 029,1	2 521,5	3 269,9	4 143,7	4 341,8	4 551,3	4 568,8
O-U	Public administration and defence	3 255,7	3 566,1	4 002,5	4 503,4	4 811,1	5 482,6	6 180,1	7 521,7	8 308,9	9 892,5	10 349,9	10 409,5
O-Q	Public administration, defence and compulsory social security	2 840,2	3 075,6	3 442,8	3 926,2	4 141,2	4 557,3	5 137,4	6 120,7	7 045,1	8 088,7	8 482,2	8 350,7
R-U	Arts, entertainment and recreation	415,6	490,5	559,7	577,2	669,8	925,3	1 042,7	1 401,0	1 263,9	1 803,7	1 867,7	2 058,8

Source: Eurostat

Annex 7: Gross value-added by economic activity in Bratislava region (mil. EUR)

	NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL	Total - All NACE activities	4 876,8	5 236,8	5 908,6	6 620,4	7 648,1	9 299,8	10 498,8	13 173,2	15 274,6	15 945,7	16 637,2	17 206,7
A	Agriculture, forestry and fishing	62,6	52,3	59,9	61,1	64,3	69,7	103,3	140,4	183,5	158,8	139,4	174,8
B-E	Industry (except construction)	1 060,5	1 076,8	1 103,1	1 301,4	1 520,8	1 981,8	1 852,3	2 322,7	2 681,8	2 215,2	2 631,2	2 958,3
C	Manufacturing	989,9	992,3	1 017,3	1 207,8	1 432,6	1 867,7	1 740,3	2 041,8	2 301,3	1 821,1	2 271,7	2 574,7
F	Construction	249,4	235,5	301,0	289,0	341,4	427,8	553,0	726,8	934,6	969,7	962,8	994,0
G-J	Wholesale and retail trade; transport and communication	1 524,1	1 715,8	1 742,9	2 010,3	2 433,4	2 956,0	3 388,1	4 367,2	5 180,2	5 165,1	5 279,5	5 266,0
G-I	Wholesale and retail trade; transport and communication	1 325,0	1 478,1	1 473,4	1 702,9	2 069,2	2 557,1	2 839,8	3 636,9	4 339,6	4 194,8	4 318,3	4 334,8
J	Information and communication	199,1	237,8	269,5	307,4	364,2	428,9	548,3	730,3	840,6	970,3	961,2	931,2
K-N	Financial and insurance activities;	1 036,4	1 119,5	1 544,6	1 650,5	1 926,2	2 294,1	2 691,4	3 259,8	3 771,2	4 337,4	4 383,4	4 603,8
K	Financial and insurance activities	246,6	259,6	516,0	594,1	715,8	927,3	871,4	969,5	1 001,1	1 211,0	1 177,7	1 303,8
L	Real estate activities	447,1	527,7	602,6	614,6	677,2	715,6	920,7	1 090,6	1 270,6	1 540,2	1 560,8	1 675,3
M_N	Professional, scientific and technical activities	342,8	332,2	426,0	441,8	533,2	651,2	899,3	1 199,8	1 499,5	1 586,2	1 644,9	1 624,7
O-U	Public administration and defence; education and health	943,8	1 036,9	1 157,1	1 308,2	1 362,0	1 540,4	1 910,8	2 356,3	2 523,3	3 099,5	3 241,0	3 209,8
O-Q	Public administration, defence, education and health	773,3	832,7	932,3	1 075,5	1 096,5	1 164,1	1 465,6	1 737,2	1 967,2	2 244,0	2 379,0	2 274,6
R-U	Arts, entertainment and recreation	170,5	204,2	224,8	232,7	265,5	376,3	445,2	619,2	556,1	855,5	862,0	935,2

Source: Eurostat

Annex 8: Employment by economic activity in the Czech Republic (thousands of employed persons)

NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL - Total - All NACE activities	4 853,2	4 838,6	4 869,1	4 830,2	4 814,8	4 915,3	4 980,8	5 086,4	5 203,7	5 111,0	5 058,8	5 057,2
A - Agriculture, forestry and fishing	233,3	229,7	198,6	192,5	196,5	185,0	181,8	172,7	176,6	170,7	161,8	168,5
B-E - Industry (except construction)	1 452,3	1 456,6	1 451,8	1 410,3	1 415,5	1 450,5	1 452,5	1 487,4	1 505,7	1 380,1	1 338,1	1 368,7
C - Manufacturing	1 308,0	1 312,7	1 309,1	1 277,1	1 281,3	1 318,7	1 324,0	1 360,0	1 374,5	1 254,6	1 215,3	1 247,1
F - Construction	438,4	420,9	432,9	434,8	447,9	455,9	456,3	457,5	473,9	490,3	485,4	474,1
G-J - Wholesale and retail trade; transport and storage	1 241,4	1 254,7	1 267,6	1 279,5	1 250,4	1 280,8	1 315,0	1 341,6	1 378,7	1 400,1	1 400,1	1 391,9
G-I - Wholesale and retail trade, transport and storage	1 150,4	1 166,3	1 176,7	1 190,4	1 159,2	1 182,4	1 210,3	1 228,3	1 257,7	1 270,8	1 273,8	1 268,5
J - Information and communication	91,0	88,4	90,8	89,1	91,2	98,4	104,6	113,3	121,0	129,3	126,4	123,4
K-N - Financial and insurance activities	506,1	503,5	526,4	519,0	515,4	539,7	561,9	591,8	612,5	617,9	621,4	605,8
K - Financial and insurance activities	89,7	89,9	84,5	80,9	81,9	80,1	83,7	87,0	90,9	92,4	91,1	92,0
L - Real estate activities	82,6	72,5	81,3	80,8	75,1	86,0	93,9	101,6	106,3	104,4	106,1	96,3
M-N - Professional, scientific and technical activities	333,8	341,1	360,6	357,3	358,4	373,6	384,3	403,3	415,4	421,1	424,2	417,5
O-U - Public administration and defence	981,7	973,3	991,8	994,0	989,1	1 003,4	1 013,4	1 035,3	1 056,3	1 052,0	1 051,9	1 048,2
O-Q - Public administration, defence, education and health	834,3	827,5	840,7	839,8	834,2	857,3	868,2	873,8	897,4	888,3	883,4	873,5
R-U - Arts, entertainment and recreation	147,4	145,8	151,1	154,2	155,0	146,1	155,1	161,4	158,9	163,7	168,6	174,7

Source: Eurostat

Annex 9: Employment by economic activity in Ústi Region (thousands of employed persons)

NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL - Total - All NACE activities	339.5	345.4	348.3	343.6	345.8	346.2	348.3	347.9	364.0	353.4	348.2	359.8
A - Agriculture, forestry and fishing	14.4	13.6	11.3	11.2	7.8	8.9	10.0	9.7	11.2	7.9	8.1	10.9
B-E - Industry (except construction)	104.2	112.8	108.4	100.0	102.2	109.6	110.3	110.8	115.8	115.0	104.4	108.8
C - Manufacturing	83.5	90.4	85.9	79.2	82.6	88.5	91.6	92.8	95.8	95.1	85.2	93.0
F - Construction	34.7	33.6	35.4	32.6	30.7	33.5	30.8	30.4	33.3	35.0	43.3	43.6
G-J - Wholesale and retail trade; transport and storage	83.1	85.6	93.4	100.9	101.5	98.0	94.8	90.3	99.8	99.0	88.9	87.9
G-I - Wholesale and retail trade, transport and storage	80.2	83.1	90.9	98.3	98.9	95.1	91.7	87.4	96.7	94.5	84.3	82.4
J - Information and communication	2.9	2.6	2.5	2.6	2.6	2.9	3.1	2.9	3.2	4.6	4.6	5.5
K-N - Financial and insurance activities	33.3	29.3	27.0	33.7	29.8	29.5	33.4	34.0	32.9	28.1	33.8	34.0
K - Financial and insurance activities	4.9	4.1	4.3	4.7	4.5	4.6	4.3	5.4	4.8	2.6	2.9	3.2
L - Real estate activities	7.2	5.7	5.4	6.9	5.7	6.0	7.4	7.4	7.4	6.1	6.9	7.9
M-N - Professional, scientific and technical activities	21.2	19.5	17.3	22.0	19.6	18.9	21.7	21.1	20.7	19.4	24.0	22.9
O-U - Public administration and defence	69.7	70.5	72.9	65.2	73.7	66.6	69.1	72.7	70.9	68.4	69.8	74.7
O-Q - Public administration, defence, education and health	60.9	62.0	61.8	55.4	63.5	56.2	57.9	60.4	59.6	56.1	58.2	60.2
R-U - Arts, entertainment and recreation	8.8	8.5	11.1	9.8	10.2	10.4	11.2	12.2	11.3	12.2	11.6	14.4

Source: Eurostat

Annex 10: Employment by economic activity in the Slovak republic (thousands of employed persons)

NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL - Total - All NACE activities	2 024,8	2 036,5	2 038,4	2 060,5	2 055,7	2 088,9	2 132,4	2 177,0	2 247,1	2 203,2	2 169,8	2 208,3
A - Agriculture, forestry and fishing	125,9	119,4	109,9	100,3	96,5	95,1	85,9	82,8	81,8	77,6	73,1	73,0
B-E - Industry (except construction)	571,1	572,1	561,8	568,3	556,0	556,6	566,1	573,3	591,7	530,9	511,8	529,7
C - Manufacturing	495,4	499,5	491,4	504,0	494,5	496,1	506,3	516,4	537,8	479,6	461,5	479,8
F - Construction	121,9	119,8	124,9	137,1	139,6	152,0	159,3	165,6	181,0	187,5	183,8	177,3
G-J - Wholesale and retail trade; trans	508,9	527,3	547,8	560,7	557,3	572,3	601,8	622,2	646,3	647,8	636,4	652,2
G-I - Wholesale and retail trade, trans	464,4	482,3	507,2	519,8	516,9	529,7	555,6	574,0	595,4	595,4	586,2	596,8
J - Information and communication	44,5	45,0	40,6	41,0	40,4	42,6	46,2	48,2	51,0	52,4	50,2	55,4
K-N - Financial and insurance activities	193,1	194,4	188,7	187,4	197,4	214,8	219,5	236,1	242,7	250,4	253,3	263,2
K - Financial and insurance activities	37,3	36,7	35,2	34,7	33,8	34,3	36,4	38,0	41,1	41,3	40,1	40,6
L - Real estate activities	18,9	18,9	17,0	18,3	17,4	19,3	19,5	22,1	19,7	19,6	21,6	24,0
M - Professional, scientific and tec	136,9	138,8	136,5	134,5	146,2	161,3	163,5	176,0	181,8	189,6	190,2	198,6
O-U - Public administration and defen	504,0	503,6	505,3	506,6	508,9	498,2	499,8	497,0	503,6	509,0	511,6	512,8
O-Q - Public administration, defence,	453,8	451,7	451,8	454,7	449,4	441,1	443,7	445,4	448,8	450,1	454,0	453,5
R-U - Arts, entertainment and recreat	50,2	51,9	53,5	52,0	59,4	57,2	56,1	51,6	54,8	58,9	58,9	59,3

Source: Eurostat

Annex 11: Employment by economic activity in Bratislava region (thousands of employed persons)

NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
TOTAL - Total - All NACE activities	362.8	379.1	372.0	372.0	380.4	405.0	401.5	417.8	429.4	443.6	421.5	424.4
A - Agriculture, forestry and fishing	5.5	5.3	5.5	5.4	6.6	8.1	4.8	4.3	5.6	5.6	4.8	4.8
B-E - Industry (except construction)	67.6	72.0	63.2	66.0	62.0	62.3	60.5	60.7	58.8	57.7	51.4	52.5
C - Manufacturing	57.4	60.3	53.7	57.1	53.1	53.3	51.2	51.8	50.9	50.0	44.1	45.5
F - Construction	21.4	21.1	21.1	22.7	23.1	25.4	24.8	24.9	25.2	26.6	24.4	22.6
G-J - Wholesale and retail trade; transport and storage	106.5	113.9	119.3	117.9	119.0	130.6	127.2	130.7	144.4	150.2	139.0	143.8
G-I - Wholesale and retail trade, transport and storage	95.3	101.6	108.7	107.1	108.0	118.2	114.2	115.6	129.3	134.2	123.7	126.3
J - Information and communication	11.2	12.3	10.7	10.8	11.0	12.3	13.0	15.1	15.1	16.0	15.3	17.5
K-N - Financial and insurance activities	69.1	75.0	71.4	69.4	75.3	85.7	84.9	100.4	97.2	101.6	101.0	100.9
K - Financial and insurance activities	15.8	16.2	16.3	16.5	16.9	17.8	18.5	19.1	19.9	19.4	18.5	18.6
L - Real estate activities	6.8	7.5	6.5	6.7	6.7	7.9	7.7	9.9	8.2	8.6	10.1	10.6
M N - Professional, scientific and technical activities	46.5	51.3	48.5	46.2	51.7	60.0	58.7	71.4	69.1	73.6	71.8	71.7
O-U - Public administration and defence; compulsory social security	92.6	91.8	91.5	91.0	94.4	92.8	99.3	96.8	98.2	101.9	100.9	99.8
O-Q - Public administration, defence, compulsory social security	81.6	80.1	79.0	77.8	79.6	79.0	85.5	84.4	85.1	87.3	86.8	85.6
R-U - Arts, entertainment and recreation	11.1	11.6	12.4	13.2	14.8	13.8	13.8	12.4	13.1	14.6	14.6	14.2

Source: Eurostat

Annex 12: Volume of Retail Trade in the EU 28 - Index of deflated turnover (%)

NACE_R2/TIME	NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
G47	Retail trade, except of motor vehicle	87.75	89.97	91.66	93.09	95.33	97.42	100.17	102.34	101.99	99.69	100.00	99.26	98.19	98.05	99.91
G47_FOOD	Retail sale of food, beverages and tobacco	90.83	93.07	94.91	96.93	98.70	100.80	102.25	102.72	101.18	100.15	100.00	98.40	97.42	96.67	97.28
G47_NFOOD	Retail sale of non-food products (in G47)	86.43	88.74	90.22	91.34	93.84	95.53	98.94	102.05	102.43	99.27	100.00	99.66	98.47	98.87	101.69
G47_NFOOD_X_G473	Retail sale of non-food products (excl. G473)	83.93	86.16	87.40	88.26	91.09	93.26	96.67	100.28	101.02	98.49	100.00	99.92	99.34	99.98	103.30
G47_NF_CLTH	Retail sale of textiles, clothing, footwear and leather goods	81.00	83.17	84.22	83.84	86.32	89.43	93.26	97.54	97.39	97.08	100.00	98.61	96.99	96.63	98.62
G47_NF_HLTH	Dispensing chemist; retail sale of pharmaceuticals	72.57	76.53	78.69	82.07	84.38	87.71	90.32	93.76	96.82	97.32	100.00	99.94	98.84	99.94	103.47
G47_NF_OTH	Retail sale of information and communication equipment	87.80	89.43	89.71	90.83	94.30	96.26	100.78	105.01	104.73	100.07	100.00	99.75	98.42	97.65	100.58
G47_NF_OTH1	Retail sale of computers, peripheral devices and software	86.52	88.23	88.86	89.68	92.19	93.84	96.93	101.79	102.95	99.77	100.00	100.21	99.58	99.94	103.72
G47_NF_OTH2	Retail sale of audio and video equipment	88.92	90.49	90.40	91.82	96.21	98.48	104.53	108.12	106.39	100.30	100.00	99.29	97.27	95.39	97.47
G47_X_G473	Retail trade, except of motor vehicle	86.59	88.82	90.28	91.64	94.00	96.22	98.94	101.26	101.07	99.19	100.00	99.29	98.60	98.63	100.71
G471	Retail sale in non-specialised stores	87.00	89.43	91.64	94.03	96.36	98.66	100.52	101.57	100.41	99.63	100.00	99.16	98.84	98.54	99.51
G4711	Retail sale in non-specialised stores of food, beverages and tobacco	86.83	89.40	91.97	94.61	96.93	99.43	101.15	101.96	100.76	99.93	100.00	98.89	98.41	97.87	98.58
G4719	Other retail sale in non-specialised stores	85.76	87.49	88.00	89.21	91.19	92.38	95.26	98.29	97.80	97.61	100.00	101.27	102.37	104.15	107.56
G472	Retail sale of food, beverages and tobacco	121.31	119.78	117.44	115.11	112.35	111.68	110.98	109.20	104.87	101.92	100.00	95.40	91.54	89.52	89.56
G473	Retail sale of automotive fuel in specialised stores	104.41	106.65	108.51	110.27	110.71	109.28	111.82	112.41	110.85	103.70	100.00	98.11	93.17	92.13	92.14
G4791	Retail sale via mail order houses of food, beverages and tobacco	83.64	83.50	85.39	85.34	88.25	90.91	91.32	94.07	97.47	95.13	100.00	107.24	115.50	126.50	139.81

Source: Own processing based on Eurostat.

Annex 13: Change in Volume of Retail Trade in the EU 28 (y/y; %)

NACE_R2/TIME	NACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
G47	Retail trade, except of motor vehicles and m	2.53	1.88	1.56	2.41	2.19	2.82	2.17	-0.34	-2.26	0.31	-0.74	-1.08	-0.14	1.90	
G47_FOOD	Retail sale of food, beverages and tobacco	2.47	1.98	2.13	1.83	2.13	1.44	0.46	-1.50	-1.02	-0.15	-1.60	-1.00	-0.77	0.63	
G47_NFOOD	Retail sale of non-food products (including fu	2.67	1.67	1.24	2.74	1.80	3.46	3.25	0.37	-3.09	0.74	-0.34	-1.19	0.41	2.85	
G47_NFOOD_X_G473	Retail sale of non-food products (except fuel	2.66	1.44	0.98	3.21	2.38	3.66	3.73	0.74	-2.50	1.53	-0.08	-0.58	0.64	3.32	
G47_NF_CLTH	Retail sale of textiles, clothing, footwear and	2.68	1.26	-0.45	2.96	3.60	4.28	4.59	-0.15	-0.32	3.01	-1.39	-1.64	-0.37	2.06	
G47_NF_HLTH	Dispensing chemist; retail sale of medical a	5.46	2.82	4.30	2.81	3.95	2.98	3.81	3.26	0.52	2.75	-0.06	-1.10	1.11	3.53	
G47_NF_OTH	Retail sale of information and communicatio	1.86	0.31	1.25	3.82	2.08	4.70	4.20	-0.27	-4.45	-0.07	-0.25	-1.33	-0.78	3.00	
G47_NF_OTH1	Retail sale of computers, peripheral units an	1.98	0.71	0.92	2.80	1.79	3.29	5.01	1.14	-3.09	0.23	0.21	-0.63	0.36	3.78	
G47_NF_OTH2	Retail sale of audio and video equipment; ha	1.77	-0.10	1.57	4.78	2.36	6.14	3.43	-1.60	-5.72	-0.30	-0.71	-2.03	-1.93	2.18	
G47_X_G473	Retail trade, except of motor vehicles, motor	2.58	1.64	1.51	2.58	2.36	2.83	2.34	-0.19	-1.86	0.82	-0.71	-0.69	0.03	2.11	
G471	Retail sale in non-specialised stores	2.79	2.47	2.61	2.48	2.39	1.89	1.04	-1.14	-0.78	0.37	-0.84	-0.32	-0.30	0.98	
G4711	Retail sale in non-specialised stores with fo	2.96	2.87	2.87	2.45	2.58	1.73	0.80	-1.18	-0.82	0.07	-1.11	-0.49	-0.55	0.73	
G4719	Other retail sale in non-specialised stores	2.02	0.58	1.37	2.22	1.30	3.12	3.18	-0.50	-0.19	2.45	1.27	1.09	1.74	3.27	
G472	Retail sale of food, beverages and tobacco i	-1.26	-1.95	-1.98	-2.40	-0.60	-0.63	-1.60	-3.97	-2.81	-1.88	-4.60	-4.05	-2.21	0.04	
G473	Retail sale of automotive fuel in specialised	2.15	1.74	1.62	0.40	-1.29	2.32	0.53	-1.39	-6.45	-3.57	-1.89	-5.04	-1.12	0.01	
G4791	Retail sale via mail order houses or via Inter	-0.17	2.26	-0.06	3.41	3.01	0.45	3.01	3.61	-2.40	5.12	7.24	7.70	9.52	10.52	

Source: Own calculations and processing based on Eurostat.

Annex 14: Volume of Retail Trade in the Czech Republic - Index of deflated turnover (%)

NACE R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Retail trade, except of motor vehicle	65,45	70,11	70,87	76,54	78,97	84,25	91,57	98,48	102,30	100,80	100,00	100,33	99,46	99,63	102,44
Retail sale of food, beverages and tobacco	67,95	73,42	75,15	82,69	84,67	88,85	93,90	97,64	98,50	99,27	100,00	98,77	96,24	95,30	96,43
Retail sale of non-food products (incl. alcohol)	64,10	68,33	68,58	73,17	75,85	81,69	90,33	99,11	104,56	101,86	100,00	101,23	101,61	102,51	106,40
Retail sale of non-food products (excl. alcohol)	57,63	63,18	62,64	67,96	72,04	79,44	89,96	99,80	103,39	100,59	100,00	102,55	103,50	105,10	109,65
Retail sale of textiles, clothing, footwear	45,38	51,24	51,54	54,06	62,78	69,13	81,87	93,06	97,40	97,21	100,00	103,92	108,24	111,83	115,62
Dispensing chemist; retail sale of medicines	68,02	75,14	71,27	79,88	84,09	93,34	92,04	100,02	97,78	101,42	100,00	101,74	103,12	99,08	98,52
Retail sale of information and communication equipment	56,09	62,38	62,83	67,01	70,71	78,55	91,36	102,08	106,87	101,83	100,00	102,43	102,29	102,25	106,18
Retail sale of computers, peripheral devices	51,47	56,07	56,44	59,62	64,63	72,77	85,87	95,02	101,23	99,51	100,00	101,80	103,02	104,54	107,94
Retail sale of audio and video equipment	60,64	68,58	69,10	74,27	76,70	84,24	96,75	109,03	112,42	104,10	100,00	103,06	101,56	100,01	104,46
Retail trade, except of motor vehicle	61,98	67,47	67,86	74,14	77,34	83,43	91,62	98,85	101,34	99,95	100,00	100,90	100,17	100,58	103,58
Retail sale in non-specialised stores	69,32	74,82	76,40	83,12	84,44	87,75	93,78	97,93	98,31	99,23	100,00	98,79	96,27	95,31	96,35
Retail sale in non-specialised stores (excl. food, beverages and tobacco)	64,78	70,67	73,09	79,84	82,13	85,87	91,61	95,94	97,32	98,85	100,00	98,83	96,38	95,68	96,94
Other retail sale in non-specialised stores	125,11	125,88	117,08	123,52	112,77	110,85	120,36	122,38	110,51	103,94	100,00	98,42	94,94	90,82	89,12
Retail sale of food, beverages and tobacco	107,12	107,29	100,67	117,84	116,12	125,83	122,24	118,58	113,37	104,70	100,00	98,40	94,45	90,47	89,76
Retail sale of automotive fuel in specialised stores	86,76	86,38	89,40	91,39	89,19	89,55	91,66	96,68	108,64	106,33	100,00	96,61	94,97	93,41	95,02
Retail sale via mail order houses or internet	14,72	16,27	18,76	24,99	34,55	44,02	59,26	71,27	86,90	89,77	100,00	112,46	122,25	157,13	188,20

Source: Own processing based on Eurostat.

Annex 15: Change in Volume of Retail Trade in the Czech Republic (y/y; %)

NNACE_R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Retail trade, except of motor vehicles and motor vehicles parts		7,12	1,08	8,00	3,17	6,69	8,69	7,55	3,88	-1,47	-0,79	0,33	-0,87	0,17	2,82
Retail sale of food, beverages and tobacco		8,05	2,36	10,03	2,39	4,94	5,68	3,98	0,88	0,78	0,74	-1,23	-2,56	-0,98	1,19
Retail sale of non-food products (including fuel)		6,60	0,37	6,69	3,66	7,70	10,58	9,72	5,50	-2,58	-1,83	1,23	0,38	0,89	3,79
Retail sale of non-food products (except fuel)		9,63	-0,85	8,49	6,00	10,27	13,24	10,94	3,60	-2,71	-0,59	2,55	0,93	1,55	4,33
Retail sale of textiles, clothing, footwear and accessories		12,91	0,59	4,89	16,13	10,11	18,43	13,67	4,66	-0,20	2,87	3,92	4,16	3,32	3,39
Dispensing chemist; retail sale of medical and pharmaceutical products		10,47	-5,15	12,08	5,27	11,00	-1,39	8,67	-2,24	3,72	-1,40	1,74	1,36	-3,92	-0,57
Retail sale of information and communication equipment		11,21	0,72	6,65	5,52	11,09	16,31	11,73	4,69	-4,72	-1,80	2,43	-0,14	-0,04	3,84
Retail sale of computers, peripheral units and software		8,94	0,66	5,63	8,40	12,59	18,00	10,66	6,54	-1,70	0,49	1,80	1,20	1,48	3,25
Retail sale of audio and video equipment; hardware		13,09	0,76	7,48	3,27	9,83	14,85	12,69	3,11	-7,40	-3,94	3,06	-1,46	-1,53	4,45
Retail trade, except of motor vehicles, motor vehicles parts and motorcycles		8,86	0,58	9,25	4,32	7,87	9,82	7,89	2,52	-1,37	0,05	0,90	-0,72	0,41	2,98
Retail sale in non-specialised stores		7,93	2,11	8,80	1,59	3,92	6,87	4,43	0,39	0,94	0,78	-1,21	-2,55	-1,00	1,09
Retail sale in non-specialised stores with food and beverages		9,09	3,42	9,24	2,87	4,55	6,68	4,73	1,44	1,57	1,16	-1,17	-2,48	-0,73	1,32
Other retail sale in non-specialised stores		0,62	-6,99	5,50	-8,70	-1,70	8,58	1,68	-9,70	-5,95	-3,79	-1,58	-3,54	-4,34	-1,87
Retail sale of food, beverages and tobacco in specialised stores		0,16	-6,17	17,06	-1,46	8,36	-2,85	-2,99	-4,39	-7,65	-4,49	-1,60	-4,01	-4,21	-0,78
Retail sale of automotive fuel in specialised stores		-0,44	3,50	2,23	-2,41	0,40	2,36	5,48	12,37	-2,13	-5,95	-3,39	-1,70	-1,64	1,72
Retail sale via mail order houses or via Internet		10,53	15,30	33,21	38,26	27,41	34,62	20,27	21,93	3,30	11,40	12,46	8,71	28,53	19,77

Source: Own calculations and processing based on Eurostat.

Annex 16: Volume of Retail Trade in the Slovak Republic - Index of deflated turnover (%)

NACE R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Retail trade, except of motor	62,97	67,74	73,31	71,58	77,46	85,35	92,35	97,46	113,65	102,23	100,00	97,64	96,67	96,82	100,29
Retail sale of food, beverage	74,02	79,64	77,49	73,03	67,90	61,24	66,23	70,18	88,59	98,26	100,00	97,80	92,30	93,80	95,29
Retail sale of non-food produ	60,17	64,88	73,83	72,18	80,05	91,34	98,82	104,58	118,73	103,87	100,00	96,81	96,52	96,78	101,12
Retail sale of non-food produ	59,11	62,72	71,68	68,88	76,85	88,55	96,94	101,77	118,27	103,59	100,00	97,86	97,27	97,16	101,50
Retail trade, except of motor	59,16	66,77	71,69	68,85	66,15	81,37	89,52	94,39	110,84	101,55	100,00	98,77	97,33	97,49	101,18
Retail sale of automotive fue	71,17	87,33	96,27	106,55	113,39	120,39	118,31	133,84	123,51	106,87	100,00	85,88	88,72	92,74	97,16

Source: Own processing based on Eurostat.

Annex 17: Change in Volume of Retail Trade in the Slovak republic (y/y; %)

NACE R2/TIME	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Retail trade, except of motor vehicles and motor vehicles	7,58	8,22	-2,36	8,21	10,19	8,20	5,53	16,61	-10,05	-2,18	-2,36	-0,99	0,16	3,58	
Retail sale of food, beverages and tobacco	7,59	-2,70	-5,76	-7,02	-9,81	8,15	5,96	26,23	10,92	1,77	-2,20	-5,62	1,63	1,59	
Retail sale of non-food products (including motor vehicles)	7,83	13,79	-2,23	10,90	14,10	8,19	5,83	13,53	-12,52	-3,73	-3,19	-0,30	0,27	4,48	
Retail sale of non-food products (excluding motor vehicles)	6,11	14,29	-3,91	11,57	15,22	9,47	4,98	16,21	-12,41	-3,47	-2,14	-0,60	-0,11	4,47	
Retail trade, except of motor vehicles, and motor vehicles	12,86	7,37	-3,96	-3,96	-3,92	23,01	10,02	5,44	17,43	-8,38	-1,53	-1,23	-1,46	0,16	3,79
Retail sale of automotive fuel in special motor vehicles	22,71	10,24	10,68	6,42	6,17	-1,73	13,13	-7,72	-13,47	-6,43	-14,12	3,31	4,53	4,77	

Source: Own calculations and processing based on Eurostat.

Abstrakt

Monografie doplňuje řadu publikací z oblasti prostorového plánování maloobchodních jednotek v území daného města, a to o pohled na prostorové členění prodejen v městě Ústí nad Labem a Bratislavě. Monografie se zabývá teoretickými a praktickými aspekty geomarketingu v měnících se podmínkách jednotlivých územních celků, které ovlivňují obchodní činnost prodejen. Na konkrétním příkladu města Ústí nad Labem je analyzován počet prodejen za jednotlivé obvody města a za pomoci geografických informačních systémů zpracované územní členění města do map. Obsahem mapové vizualizace je zohlednění prostorových aspektů marketingu, které se týkají implementace maloobchodních jednotek a také podporovat rozhodnutí manažerů na pružné reagování změn trhu.

Abstract

The monograph completes the view of the spatial division of the stores in Ústí nad Labem and Bratislava in the range of publications in the field of spatial planning of retail units in the area of the city given. The monograph deals with theoretical and practical aspects of geomarketing in the changing conditions of individual territorial units, which influence the business operations of the stores. The number of stores in individual districts of the city is analysed in Ústí nad Labem as a specific example. Also the territorial division is processed in the maps by using geographical information systems. The content of the maps visualization takes into account the spatial aspects of marketing, which are related to implementations of retail units as well as support decisions of managers about flexible reactions of market changes.

Klíčová slova:

maloobchod, retailing, obchodní provoz, prodejna, sortiment, funkce prodejny, klasifikace prodejny, místo implementace prodejny, území, maloobchod a území, marketing a území, geomarketing, geografické informační systémy (GIS), lokalizace prodejny, územní analýza, urbanistika města Ústí nad Labem, makroekonomické prostředí města Ústí nad Labem a Bratislavy, prostorová struktura města Ústí nad Labem, prostorová analýza města Bratislava, maloobchodní síť města Ústí nad Labem a Bratislava

Keywords:

retail, retailing, business operations, store, assortment, store function, classification of stores, store implementation place, area, retail and area, marketing and area, geomarketing, geographical information systems (GIS), store localization, spatial analysis, urban development in Ústí nad Labem, macroeconomic environment of Ústí nad Labem and Bratislava, spatial structure of Ústí nad Labem, spatial structure of Bratislava, retail network of Ústí nad Labem and Bratislava

JEL codes:

Primary: L81, M31, O20, P25, R10, R11, R12,

Secondary: D40, E23, E24, E31, F16, F60, J21, O10, O18, O57, R23, R30, R32, R50, R58, Y10, Y91

Index

- analysis, 10, 39, 43, 47, 54, 100
- assortment, 12, 18, 22, 24, 37, 100
- Bratislava, 11, 72, 73, 75, 79, 80, 81, 84, 100, 101
- Bratislava Region, 11
- Bratislava retail network, 101
- business operations, 12, 13, 100
- centres, 24, 26, 29, 33, 34, 62, 72, 82
- city, 30, 38, 56, 57, 58, 64, 65, 68, 72
- classification, 11, 43, 54, 69, 100
- competition, 15, 26, 30, 35, 54
- customer, 19, 23, 26, 36, 40, 72
- CZ NACE, 11, 63, 64, 65, 66, 67, 68, 69
- ČR, 26, 27, 43, 48, 55, 80
- demand, 36
- development, 14, 28, 32, 41, 44
- economy, 49, 50, 55, 62, 80
- employment, 49, 50, 79
- EU28, 44, 45, 46, 47
- Eurostat, 10, 43, 45, 47, 48, 49, 79
- function of shop, 100
- functions, 16, 17, 100
- geographic information systems, 100
- geomarketing, 35, 79, 81, 100, 101
- GIS, 41, 42, 80, 83, 100, 101
- goods, 9, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23, 25, 28, 36, 43, 55, 72
- Gross value-added, 48, 79
- implementation, 24, 41, 100
- localisation, 29, 31, 32, 34, 37, 38, 39, 100
- locations, 32, 36, 38, 39, 40, 41
- macro-economic environment, 100
- marketing, 30, 32, 33, 34, 35, 37, 79, 80, 81, 82, 83, 84, 100, 101
- marketing and territory, 100
- network, 15, 20, 62, 72, 100
- NUTS, 11, 43
- planning, 28, 30, 42, 55, 72, 100
- products, 14, 15, 18, 25, 31, 42
- purchase, 16, 23, 25, 36
- retail, 10, 13, 15, 18, 20, 25, 27, 33, 42, 43, 55, 62, 72, 83
- retail and territory, 100
- retail network of Ústí nad Labem, 100
- Retail shop with, 82, 100
- retailing, 9, 34, 39, 43, 100, 101
- sale, 9, 14, 15, 16, 19, 20, 27, 43
- shop, 10, 12, 13, 14, 15, 17, 20, 23, 100
- shop classification, 18, 100
- shop implementation location, 100
- shop localisation, 100
- shop type, 14, 18, 20
- shops, 12, 13, 14, 15, 16, 17, 18, 19, 20, 22, 23, 24, 36, 37, 38, 39, 40, 41, 56, 72, 73, 75
- Slovakia, 45, 46
- spatial structure of Bratislava, 100
- spatial structure of Ústí nad Labem, 100
- store, 9
- structure, 35, 38, 56, 100
- supply, 36
- territory, 10, 11, 28, 29, 30, 31, 32, 33, 34, 35, 37, 38, 41, 42, 43, 48, 55, 56, 62, 64, 72, 73, 81, 100
- territory analysis, 100
- town, 73
- trade, 31, 40, 41, 43, 48, 50, 84
- UJEP, 104, 106
- Unemployment, 62
- United Kingdom, 104, 106
- units, 12, 13, 14, 15, 17, 18, 23, 24, 25, 37, 38, 39, 41, 42, 64, 69, 75, 79, 84
- Ústí nad Labem, 3, 11, 55, 56, 57, 58, 59, 60, 61, 62, 64, 65, 66, 67, 68, 69, 72, 75, 83, 100, 101, 104, 106
- urban development, 100
- Usti Region, 11, 26, 61

Title	Retail in Territory
Team of Authors	doc. Ing. Pavol Kita, PhD. – University of Economics in Bratislava Ing. Tomáš Siviček, PhD. – J.E. Purkyně University in Ústí nad Labem Ing. Michaela Jánková, PhD. – J.E. Purkyně University in Ústí nad Labem Ing. Petra Olšová, Ph.D. – J.E. Purkyně University in Ústí nad Labem RNDr. Václav Novák, Ph.D. – J.E. Purkyně University in Ústí nad Labem Bc. Ondřej Janda – J.E. Purkyně University in Ústí nad Labem Bc. Nikola Málková – J.E. Purkyně University in Ústí nad Labem Bc. Martina Vojtíšková – J.E. Purkyně University in Ústí nad Labem
Co-workers	Bc. Jana Vávrová Daniela Konrádová
Reviewers	prof. Ing. Anna Zaušková, PhD., University of Ss. Cyril and Methodius Mgr. Ondřej Slach, Ph.D., University of Ostrava
Scientific Editor	prof. Ing. Jiřina Jílková, CSc.
Publisher	UJEP, Pasteurova 1, 400 96 Ústí nad Labem
Edition	monograph
Year	2015
Pages	106
AA	3,8
ISBN	978-80-7414-904-7

Title	RETAIL IN TERRITORY
Team of Authors	doc. Ing. Pavol Kita, PhD. Ing. Tomáš Siviček, PhD. Ing. Michaela Jánková, PhD. Ing. Petra Olšová, Ph.D. RNDr. Václav Novák, Ph.D. Bc. Ondřej Janda Bc. Nikola Málková Bc. Martina Vojtíšková
Co-workers	Bc. Jana Vávrová Daniela Konrádová
Reviewers	prof. Ing. Anna Zaušková, PhD., University of Ss. Cyril and Methodius Mgr. Ondřej Slach, Ph.D., University of Ostrava
Scientific Editor	prof. Ing. Jiřina Jílková, CSc.
Publisher	J.E. Purkyně University in Usti nad Labem
Edition	monograph
Year	2015
Pages	106
AA	3,8

ISBN

978-80-7414-904-7

ISBN 978-80-7414-904-7

