

International Comparison Program

Outlet Definition

Global Office



Operational Material

Price Types	
R	Regular price
S	Sale price
B	Bargained price

Outlet Types			
	Types	Examples	Explanations for examples / specific examples
1	Large shops	Hypermarkets, Supermarkets, Department stores, etc.	<p>Hypermarket: A hypermarket is a very large store: a very large self-service store that sells products usually sold in department stores as well as those sold in supermarkets, e.g. clothes, hardware, electrical goods, and food. http://encarta.msn.com/dictionary_1861619594/hypermarket.html</p> <p>In commerce, a hypermarket is a superstore which combines a supermarket and a department store. The result is a very large retail facility which carries an enormous range of products under one roof, including full lines of groceries and general merchandise. In theory, hypermarkets allow customers to satisfy all their routine weekly shopping needs in one trip. http://en.wikipedia.org/wiki/Hypermarket</p> <p>Supermarket: A supermarket, also called a grocery store, is a self-service store offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store and it is smaller than a hypermarket or superstore.</p> <p>The supermarket typically comprises meat, fresh produce, dairy, and baked goods departments along with shelf space reserved for canned and packaged goods as well as for various nonfood items such as household cleaners, pharmacy products, and pet supplies. Most supermarkets also sell a variety of other household products that are consumed regularly, such as alcohol (where permitted), household cleaning products, medicine, clothes, and some sell a much wider range of nonfood products. http://en.wikipedia.org/wiki/Supermarket</p> <p>Department store: A department store is a retail establishment which specializes in satisfying a wide range of the consumer's personal and residential durable goods product needs; and at the same time offering the consumer a choice multiple merchandise lines, at variable price points, in all product categories. Department stores usually sell products including apparel, furniture, home appliances, electronics, and additionally select other lines of products such as paint, hardware, toiletries, cosmetics, photographic equipment, jewellery, toys, and sporting goods. Certain department stores are further classified as discount department stores. Department stores are usually part of a retail chain of many stores situated around a country or several countries. http://en.wikipedia.org/wiki/Department_store</p>

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2	Medium & small shops	Minimarkets, Kiosks, Neighborhood shops, Grocery stores, Convenience stores, etc.	Minimarket: Minimarket is a market with relatively small numbers of shops in it. Though the size is not as large as a normal market, it still can be convenient for shoppers to have a variety of shops in a small place.
			Kiosk: A kiosk is a booth with an open window on one side. Some vendors operate from kiosks, selling small, inexpensive consumables such as newspapers, magazines, lighters, street maps, cigarettes, and confections. http://en.wikipedia.org/wiki/Kiosk
			Neighborhood shop: Retail store designed to blend in with the surrounding neighborhood and specializing in local tastes and needs. http://www.answers.com/topic/neighborhood-store
			Grocery store: A grocery store is a store established primarily for the retailing of food. A grocer, the owner of a grocery store, stocks different kinds of foods from assorted places and cultures, and sells them to customers. http://en.wikipedia.org/wiki/Grocery_store
			Convenience store: Small centrally located store featuring ease of access, late-night hours, and a limited line of merchandise designed for the convenience shopper. Convenience stores charge above-average prices compared to large supermarkets that generate large-volume sales. http://www.allbusiness.com/glossaries/convenience-store/4961119-1.html
3	Markets	Open markets, Covered markets, Wet markets, etc.	Open market: Any market where buying and selling can be carried on without restrictions as to price, etc. http://www.yourdictionary.com/free-market
			Covered market: Unlike open-air market, a covered market is covered with tents or other structure.
			Wet market: A wet market is generally an open food market. The floors and surroundings are often routinely sprayed and washed with water—to the extent of flooding it at frequent intervals—which gave it the name "wet market". http://en.wikipedia.org/wiki/Wet_market

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	Types	Examples	Explanations for examples / specific examples
4	Street outlets	Mobile shops, Street vendors, etc.	<p>Mobile shops: Mobile shops consist of individuals or groups that provide a service, sell merchandise or food on a regular basis from a registered vehicle. These were previously known as ‘hawkers’. http://www.taupodc.govt.nz/A-to-Z-of-council-services/Regulatory/Mobile-Shops-and-Trading-in-Public-Places/</p> <p>A mobile shop is a vehicle whether self propelled or not, standing in or on a road and from which products are offered or exposed for sale and take away. These products include perishable foods [such as fruit and vegetables], pre-packaged non-perishable foods, or food preparation on site for the purpose of selling. This category does not include the consumption of food in or at the vehicle.</p> <p>Street vendors are business people who sell their wares in the open air rather than in a shop or store. In many cases, the vendor either has a small stand that can be secured when not in operation, or makes use of a cart that can be removed from the street at the end of the business day. Sometimes referred to as a peddler, the street vendor is commonly found in metropolitan areas, outdoor events, and sometimes at public beaches. A street vendor or hawker is a vendor of merchandise that can be easily transported.</p>
			<p>Street vendors: A street vendor is broadly defined as a person who offers goods or services for sale to the public without having a permanent built up structure but with a temporary static structure or mobile stall (or headload). Street vendors may be stationary by occupying space on the pavements or other public/private areas, or may be mobile in the sense that they move from place to place carrying their wares on push carts or in cycles or baskets on their heads, or may sell their wares in moving bus etc. http://mhupa.gov.in/policies/natpol.htm</p>
5	Bulk and discount shops	Wholesale stores, Discount shops, etc.	<p>Wholesale stores: A store run by wholesale dealers that sell goods directly to consumers. In most cases, by passing over brokers and retailers, they sell goods with lower prices than usual retailers.</p> <p>Discount shops: A store that sells merchandise, especially consumer goods, at a discount from the manufacturer's suggested retail price. Also called discounter, discount house. http://www.thefreedictionary.com/discount+store</p>

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	Types	Examples	Explanations for examples / specific examples
6	Specialized shops	Supply shops, Hardware shops, Furniture shops, etc.	<p>Supply shops: A store where professionals can purchase tools and materials for their business, such as building supply shop where builders can purchase materials for building houses and related structures. http://www.thefreedictionary.com/building+supply+store</p> <p>Hardware shops: Hardware stores, sometimes known as DIY stores, sell household hardware including: fasteners, hand tools, power tools, keys, locks, hinges, chains, plumbing supplies, electrical supplies, cleaning products, housewares, tools, utensils, paint, and lawn and garden products directly to consumers for use at home or for business. Many hardware stores have specialty departments unique to its region or its owner's interests. http://en.wikipedia.org/wiki/Hardware_store</p>
7	Private service providers		Taxi cabs, hotels, restaurants, private schools, private hospitals, etc.
8	Public or semi-public service providers		Water suppliers, electric power companies, public schools, public hospitals, etc.
9	Other kinds of trade	Online (Internet) shopping sites, Catalogue orders, etc.	<p>Online (Internet) shopping sites: Online shopping is the process consumers go through to purchase products, goods or services over the Internet. An online shop, eshop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping mall. http://en.wikipedia.org/wiki/Online_shopping</p> <p>(Mail) Catalogue orders: Mail order is a term which describes the buying of goods or services by mail delivery. The buyer places an order for the desired products with the merchant through some remote method such as through a telephone call. Then, the products are delivered to the customer. The products are typically delivered directly to an address supplied by the customer, such as a home address, but occasionally the orders are delivered to a nearby retail location for the customer to pick up. Some merchants also allow the goods to be shipped directly to a third party consumer, which is an effective way to send a gift to an out-of-town recipient. http://en.wikipedia.org/wiki/Mail_order</p>

*Difference between a supermarket and a shopping mall.

A supermarket is a single organisation that sells everything in it. It gets stuff from various suppliers and companies and sells it to customers. A Shopping center/mall on the other hand is a HUB where many different brands, organisations and businesses have their own sections so as to offer their own products or something they can offer with a difference.

buy247.co.cc/what-are-the-differences-between-supermarket-and-shopping-center.html