

## Quadrant II - Notes

**Paper Code: COG124**

**Module Name: Types Of Retail Stores On The Basis Of Merchandise Offered**

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### 1) Convenience Store

A convenience store, convenience shop, or corner store is a small retail business that stocks a range of everyday items such as coffee, groceries, snack foods, confectionery, soft drinks, tobacco products, over-the-counter drugs, toiletries, newspapers, and magazines. Convenience stores usually charge significantly higher prices than conventional grocery stores or supermarkets, as these stores order smaller quantities of inventory at higher per-unit prices from wholesalers. However, convenience stores make up for this loss by having longer open hours, serving more locations, and having shorter cashier lines.

### 2) Supermarkets

A supermarket is a self-service shop offering a wide variety of food, beverages and household products, organized into sections. It is larger and has a wider selection than earlier grocery stores, but is smaller and more limited in the range of merchandise than a hypermarket or big-box market. A larger full-service supermarket combined with a department store is sometimes known as a hypermarket. Other services may include those of banks, cafés, childcare centres/creches, insurance (and other financial services), mobile-phone services, photo processing, video rentals, pharmacies, and petrol stations. If the eatery in a supermarket is substantial enough, the facility may be called a "grocerant", a blend of "grocery" and "restaurant". In everyday U.S. usage, however, "grocery store" is a synonym for supermarket, and is not used to refer to other types of stores that sell groceries.

### 3) Hypermarkets

A **hypermarket** (sometimes called a **hyperstore** or **supercentre** or **superstore**) is a big-box store combining a supermarket and a department store. The result is an expansive retail facility carrying a wide range of products under one roof, including full grocery lines and general merchandise. Hypermarkets allow customers to satisfy all their routine shopping needs in one trip. Hypermarkets, like other big-box stores, typically have business models focusing on high-volume, low-margin sales. Typically covering an area of 5,000 to 15,000 square metres (54,000 to 161,000 sq ft), they generally have more than 200,000 different brands of merchandise available at any

one time. Because of their large footprints, many hypermarkets choose suburban or out-of-town locations that are easily accessible by automobile.

#### **4) Malls**

A **shopping mall** (or simply **mall**) is a North American term for a large indoor shopping centre, usually anchored by department stores. The term "mall" originally meant a pedestrian promenade with shops along it (that is, the term was used to refer to the walkway itself which was merely bordered by such shops), but in the late 1960s, it began to be used as a generic term for the large enclosed shopping centres that were becoming commonplace at the time. Many malls have declined considerably (especially in the United States and Canada), and some have closed and become so-called "dead malls". Successful exceptions have added entertainment and experiential features, added big-box stores as anchors, or converted to other specialized shopping centre formats such as power centres, lifestyle centres, factory outlet centres, and festival marketplaces.