AN ASSESSMENT OF THE IMPACT OF STORE LOCATION ON
STORE PERFORMANCE. CASE STUDY OF FOOD WORLD
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ABSTRACT

This study was carried out to assess the impact of store location on store performance in the retail sector, particularly in the fast moving consumer goods sector. Food World supermarkets were used as the case study. This research was largely motivated by the increasing variations of sales volume within the chain’s stores despite the fact that Food World uses similar marketing strategies for all its branches. The researcher then embarked on a mission to find out the cause of the sales disparity and to prove the competitive edge brought by store location strategy in retailing. The research was based on a case study. Questionnaires, observation and interviews were used as the main research instruments to solicit information from a sample of forty customers and one marketing executive. Data was analysed using Microsoft excel and the SPSS software. The major findings were that store traffic is a function of store location, there is a strong positive correlation between store traffic and sales performance and that store location has a notable impact on retail revenues. The study recommends that retailers strategically locate their outlets to gain a competitive edge brought by good store locations in the retail industry.