

Retailer Offer

Component Factor

Yes, part of Retail Offer Priority ([view](#))

Ranking

Retailer Offer	Rank	Score	Descriptor
Influence	9 th out of 237	4.38 out of 5	Highly Influential
Control	47 th out of 237	3.50 out of 4	Controllable
Priority	9 th out of 237	15.33	Very high priority

Description/Definition

Retailer offer refers to the overall representation of retailers in a particular location, regardless of size (large/small), type (specialist/generalist/convenience), and ownership status (multinationals/franchise/independent).

Why does it matter? (Influence)

The breadth and depth of the retail offer (both from high-profile multiple retailers and well-run independents), as well as the distribution of retail store types in the vicinity of the town centre, is a major draw to people visiting the town in terms of complementarity of offer and town centre attractiveness (Whyatt, 2004; Jones et al., 2016).

What can you do about it? (Control)

Familiarise with consumer trends and patterns of behaviour that relate to your town centre. With the changing lifestyles during the pandemic, and the prevalence of omnichannel retailing, high streets will need to adapt to the possibility of a future 'lean' retail offer.

See also

Retailer representation; Range/quality of goods; non-retail offer; retail choice; retail diversity

References

Jones, C., Al-Shaheen, Q. and Dunse, N. (2016). Anatomy of a successful high street shopping centre. *Journal of Urban Design* 21(4): 495–511.

Whyatt, G. (2004). Town centre management: how theory informs a strategic approach. *International Journal of Retail & Distribution Management* 32(7): 346–353.