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HEADING: COMMERCIAL PLANNING IN THE RETAIL TRADE SECTOR

APPLICATION OF KUSADASI

SUMMARY

The retail trade sector involves a structure continuously developing and changing. This change is affecting the economical, social, cultural and geographical structure and also is also effected by all these conditions. Thus commercial plans are prepared in order to reduce the negative effect of the changes in the retail trade sector and to ensure a healthy sustainability.

Commercial plans in the retail sector are created in accordance with the needs and future targets of each country/region. Commercial plans on country basis are created by the governments, region and city based plans are particularly created by the municipalities and by the local administrations, universities and profession/non-governmental organizations.

Commercial plans differ from each other in respect of years covered by the plan, features of the place to be planned for. Common points of commercial plans are the fact that they pursue the goal to bring the retail environment to a better position in respect of the consumer, retailer and urban places.

Starting from the current condition of the retail trade in Kusadasi center, the main issue of the study is the necessity to reorganize the trade environment by means of a commercial plan covering arrangements both increasing the quality of the shopping environment for the consumers and the competitiveness of local retailers.

In this study covers a research performed on 106 consumers and 100 local retailers. This study aims, starting from the current retail environment in Kusadasi center, to determine elements effecting the shopping environment in respect of the consumers, quality perceptions of the shopping environment, level of satisfaction of the retailers from point of view of their current positions and their future expectations.

Besides surveys, 6 persons, who have opinions about the trade in Kusadasi, were interviewed. When determining the current situation of the retail trade in Kusadasi, secondary data have been edited and tabulated, and observation results have been added.

KEY WORDS

Retail trade, Retail planning, Commercial Plan, Trading Area Analysis, Place Selection, Survey, Interview