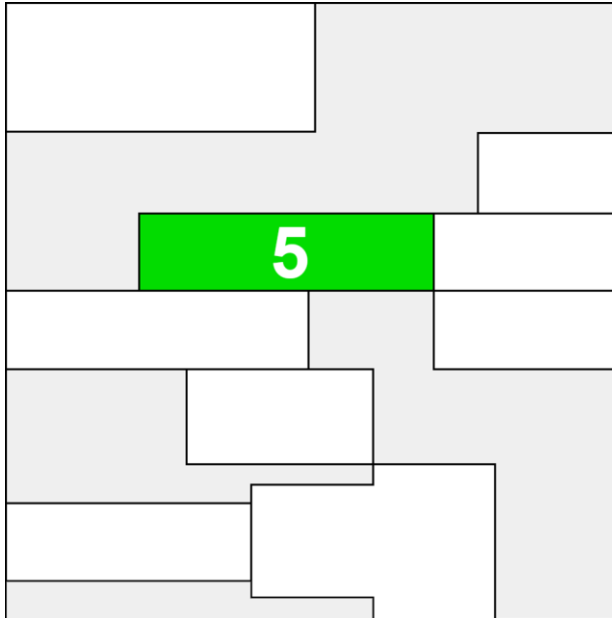


# Segment 5: Location generalists

Segmentation of demand in the retail property market

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## 5.1 Location generalists: Introduction

Around 11 % of all Swiss businesses operating in the retail property market are location generalists accounting for 12 % of those employed in the sector. This segment comprises mainly branches of retail warehouses selling, amongst other things, electronic equipment, consumer electronics, sports equipment, toys, furnishing and books. Typical examples are bookstores, consumer electronics firms and sports stores. As secondary attractions they are important to retail centres. The types of business and goods sold mean this segment is at home in all locations.



Given the average site requirements location generalists are found in almost all types of site in all larger localities: shopping centres, shopping zones and radial and arterial roads. They tend to rent average sized surfaces of up to 1,200 m<sup>2</sup> retail space in mixed-use buildings, shopping centres and occasionally stand-alone shops, and occupy one or two floors. There are no particular requirements regarding access and deliveries. Accessibility by public transport and on foot is somewhat more important than access using individual transport and dedicated parking.

## 5.2 Who are the Location generalists?

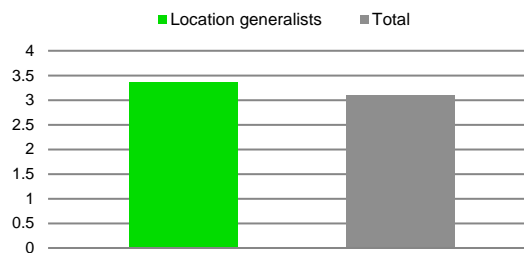
Characteristic	Typical features
Profitability per unit area (gross profit per m2 in CHF)	<div style="display: flex; justify-content: space-between; align-items: center;"> <span>Low</span>  <span>High</span> </div>
Typical businesses	Small furniture store, multimedia store, sport shop, bookshop, toy shop, travel agent
Business type	Traditional retail store, retail chain store
New relevant formats / concepts	Pop-up-store, click&collect (stations)

Which types of goods are mainly sold by Location generalists ?

Food and beverages	<input type="checkbox"/>
Health and body care	<input type="checkbox"/>
Clothing/shoes	<input type="checkbox"/>
Department stores/non-specialised stores	<input type="checkbox"/>
Optics/photography	<input checked="" type="checkbox"/>
Watches/jewellery	<input type="checkbox"/>
Books/stationery	<input checked="" type="checkbox"/>
Sport	<input checked="" type="checkbox"/>
Toys	<input checked="" type="checkbox"/>
Consumer electronics	<input checked="" type="checkbox"/>
DIY and garden supplies	<input type="checkbox"/>
Furniture and furnishings	<input checked="" type="checkbox"/>
Other goods and services	<input type="checkbox"/>

Characteristic	Typical features
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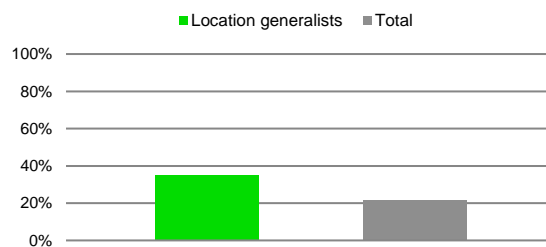
Average number of employees per business (2017) 3.4 Full-time equivalents



Required surface area 50 - 1'200 m<sup>2</sup>

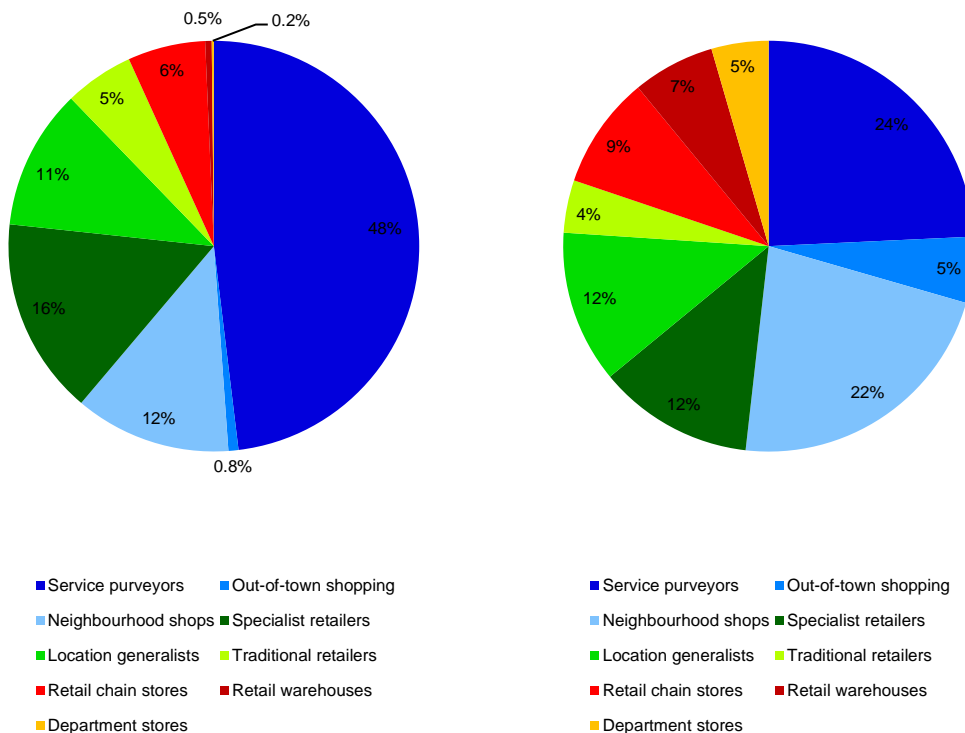
Catchment area Medium-sized

Concentration of chain stores (2017) 35.2%

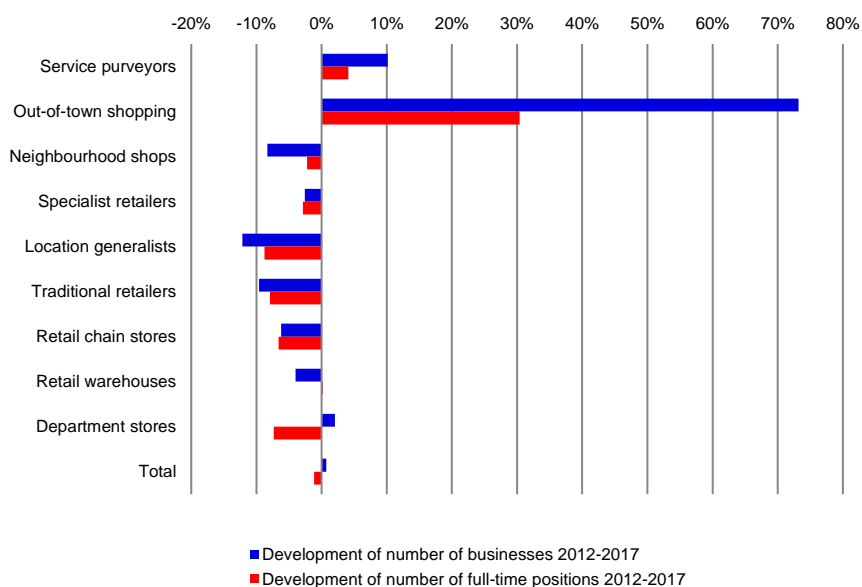


### 5.3 Location generalists: Distribution

Distribution of Swiss businesses (left) and full-time positions (right) in the retail property market (2017)



Development of number of businesses and of full-time positions 2012-2017 (Switzerland)



## 5.4 How do the Location generalists sell?

Characteristic	Typical features																																	
Retail location	Pedestrian zones, shopping streets, radial and arterial roads, all larger localities, shopping centres																																	
	<table border="1"> <caption>Bar chart data: Location generalists vs Total by commune type</caption> <thead> <tr> <th>Commune Type</th> <th>Location generalists (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>Large centre</td> <td>~15</td> <td>~18</td> </tr> <tr> <td>Medium-sized centre</td> <td>~18</td> <td>~15</td> </tr> <tr> <td>Small centre</td> <td>~10</td> <td>~10</td> </tr> <tr> <td>Suburban communes</td> <td>~28</td> <td>~25</td> </tr> <tr> <td>High-income communes</td> <td>~2</td> <td>~2</td> </tr> <tr> <td>Periurban communes</td> <td>~5</td> <td>~8</td> </tr> <tr> <td>Tourist area</td> <td>~5</td> <td>~5</td> </tr> <tr> <td>Industrial-tertiary communes</td> <td>~8</td> <td>~10</td> </tr> <tr> <td>Rural commuter communes</td> <td>~2</td> <td>~5</td> </tr> <tr> <td>Agro-industrial communes</td> <td>~2</td> <td>~5</td> </tr> </tbody> </table>	Commune Type	Location generalists (%)	Total (%)	Large centre	~15	~18	Medium-sized centre	~18	~15	Small centre	~10	~10	Suburban communes	~28	~25	High-income communes	~2	~2	Periurban communes	~5	~8	Tourist area	~5	~5	Industrial-tertiary communes	~8	~10	Rural commuter communes	~2	~5	Agro-industrial communes	~2	~5
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Surface area layout	Grid layout																																	
Building/plot	Without own plot																																	
Type of property	Mixed-use building or shopping centre																																	
Number of storeys	Mainly single-floor																																	
Architecture	Modern, classic, historical building																																	
Access/connections	Access and deliveries fairly easy																																	
Retail space flexibility	Fairly unimportant																																	
Standard of fittings	Rather basic																																	
Requirements of property for sale	Deliveries are fairly easy, storage rooms needed																																	

## 5.5 Characteristics of goods and services

Characteristic	Typical features	
Type of goods	Basic and non-essentials	
Spontaneous purchase/planned purchase	Both	<p>Planned <span style="float: right;">Spontaneous</span></p>
Product selection (width)	Fairly narrow	<p>Narrow <span style="float: right;">Wide</span></p>
Product range (breadth)	Deep	<p>Flat <span style="float: right;">Deep</span></p>
Potential for linked purchases	Average	<p>Low <span style="float: right;">High</span></p>
Duration of consumption	Medium to long-term	<p>Short-term <span style="float: right;">Long-term</span></p>
Pricing	Generally middle range price	

## 5.6 Location generalists: Point of sale

The search for retail space is influenced by the preferences and restrictions affecting demand. The following details relate to the final results of the process.

Characteristic	Typical features	
Retail trade function	<p>Not relevant for centres      Appropriate for neighbourhood      Relevant for centres      Centre generating</p>	
Accessibility by individual transport (incl. by foot)	<p>Average</p> <p>Less important      Important</p>	
Accessibility by public transport (incl. parking)	<p>Fairly important</p> <p>Less important      Important</p>	
Agglomeration benefit	<p>Average</p> <p>Less important      Important</p>	
Passing trade	<p>Average</p> <p>Less important      Important</p>	
Visibility	<p>Average</p> <p>Less important      Important</p>	
Image of sales location	<p>Average</p> <p>Less important      Important</p>	