

## 6.15: Introduction to Retail Trading Area

### What you'll learn to do: Explain the significance of selecting a store location

Retail trading areas can be primary, secondary or fringe. We will discuss each and determine ways to identify the trading areas for a new or expanding retail establishment.



#### Learn More

- Review the [Mapping Analytics website](#) for trading area information.
- This [article on Trade Area Analysis](#) has a great deal of helpful information regarding retail trading areas in small city downtown areas.
- “[Retail Management: Business Location](#)” on Tutorials Point has some interesting information on types of retail trading areas.

### Restaurant Location Analysis



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