

## 2.4: Introduction to Store-Based Strategy Mixes

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### What you'll learn to do: Discuss store-based strategy mixes

Retailers target specific consumers and shopping occasions. Think about consumers on their commute home from work on a Tuesday evening. Their purchase of a carton of milk at an AM/PM convenience store where they've also stopped for gas is very different than their purchase of two gallons of milk during a stock-up trip to a supercenter on a Saturday afternoon. As such, retailers' store environments, layout, assortment, hours of operation, and many other factors reflect these strategic targeting decisions.

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