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III. RESEARCH ON DISTRIBUTION SYSTEMS

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DEVELOPMENT OF RETAILING INSTITUTIONS IN THE FEDERAL REPUBLIC OF GERMANY

1. Introduction

The retail trade in the FRG is characterised by an extraordinary variety of retailing institutions. By 'retailing institution' we understand economic units, in which goods are provided and sold to consumers after no or only little substantial changes. Their economic function is to bridge spatial, temporal, qualitative and quantitative spans between production and use of the goods. In order to comprehend the variety of retailing institutions existing in reality, it seems useful to arrange them after types of institutions. By types of institutions I mean retailing institutions, which have been summarised mentally and which are similar in their main characteristics.

In this paper I would like to give first a survey over the most important types of retailing institutions in the FRG. I will then try to explain the development of these types of institutions in brief.

2. Types of Retailing Institutions in the FRG

We can distinguish between individual retailing enterprises and combined forms of individual retailing enterprises. The first group includes:

1 one-line-stores,

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2) self-service-stores,

3) department-stores,

4) one-line-houses,

5) mail-order-houses,

6) discounters,

7) chains,

8) cooperative societies;

and the second:

1) joint-department-stores,

2) shopping-centers.

2.1. Individual Retailing Enterprises

As I have already mentioned by types of institutions we understand mentally summarised retailing institutions, which are similar to each other in their main characteristics. All the individual retailing enterprises have it in common that their characteristics concern the individual store or the individual enterprise.

The list of characteristics to classify individual ratailing enterprises derives from the retailing enterprise being seen as a system. The input is taken in from the super-system and within which it is transformed into output and then given back to the super-system. Correspondingly, we can form four groups of characteristics:

1) characteristics, which describe type, extent and combination of the supplied output;

2) characteristics, which describe the throughput conducted;

3) characteristics, which describe type, extent and combination of the input used;

4) characteristics, which describe the structure of the providing and outlet connections.

Table 1 shows the characteristics of the individual retailing enterprises. The essential characteristics are marked with lines and the additional characteristics are marked with broken lines.

Characteristics, which describe the output of retailing enterprises, refer to the whole range of offered goods. Here we can describe them by means of commodity and economic criteria. Statements about the dimension of the assortment con-

	Types	One-line-store		Self-service-store				Department-store				Mail-order-house		Discounter		Cooperative society
		branch	speciality store	self-service market	supermarket	self-service-center	self-service department-store	grand-department-store	normal-department-store	junior-department-store	One-line-house	assortment mail-order house	speciality mail order house	food-discounter	nonfood discounter	
-rt-	contents	branch-homogeneous needs-homogeneous		prevailing food	food+ small part nonfood	food+ nonfood	prevailing nonfood	several branches food, textiles, clothings household, furnishing			branch homogeneous	as department-store	as one line-store	as self-service market partly, special food	as one-line-store	prevailing-store
	dimension	medium broad medium deep	narrow deep					broad deep	broad medium deep	broad flat	medium broad deep					
i-	kind	especially consultance maintaince												abstention		
	extent	extensive						medium extensive		medium	medium					
	preference	retailing-agglomerations		neighbourhood	secondary sites with good parking facilities	town edge-sites with good parking facilities	town edge-sites green meadow with good parking facilities	city, shopping-centers			retail agglomerations			cost-saving secondary sites		
ion	quantity															
	confinement															
-	kind											distance principle				
-	type of serving	prevailing assistants-service		self-service				assistants service self-service			prevailing assistants-service			self-service		
e	price level	high				low		medium high		low	medium					
	price fixing	conventional adapting				partly aggressive undercutting		conventional adapting						aggressive undercutting		
-	size selling area	smal-sized medium-sized		400 m^2	400-1 500 m^2	big-sized 1 500-4 000 m^2	4 000 m^2	big-sized			big-sized					
or i-	staff	special staff-qualifications														
o-	kind of customers															members

cern the range, that is the number of supplied different groups of products, and the depth, that is the number of items supplied within one group of products. Thus the objects, on which the retailing enterprises fulfill their trading output, are described. Furthermore, you can describe the kind and extent of the performed services. Here you have to differentiate between the actual trading-services (space-bridging, time-bridging, forming an assortment, adjustment of quantities etc.) and the other additional services (as for instance provision of parking space).

As important characteristics of the throughput we consider location, selling-organization, price-policy.

The location preference indicates the locations, which each individual retailing enterprise prefers. The quantity of locations indicates whether the throughput is fulfilled in one or more locations. Additionally, it could be said that the location confinement indicates whether or not permanent stationary devices are required. This applies to the types described in this analysis, thus being distinguished from the itinerant retailing, which I will not further discuss here.

The kind of selling-organization describes the way, in which buyer and seller come into contact with each other. Generally, we can distinguish between:

1) distance-principle - no personal contacts between the buyer and the seller,

2) residing-principle - personal contact at the location of the seller,

3) meeting-principle - personal contact at a neutral place,

4) domiciliating-principle - personal contact at the location of the buyer.

The type of service describes the way in which the functions of the selling-process are divided up between the buyer and the seller. Here we can distinguish between:

1) assistants-service - the seller has to fulfill all functions: contact-initiation, goods-presentation, bargaining, sale, encashment, delivery;

2) preselection - the buyer informs himself about the supply; the seller stands by for bargaining, sale, encashment, delivery;

3) self-service - the buyer chosses without the help of the seller and takes the goods to the check-out;

4) automatic selling - self-service including automatic encashment without the help of selling staff.

The price-policy can be described by the price-level of the goods (high, medium, low) and by the way the prices are fixed in relation to competitors. The last-mentioned characteristic can be divided into "conventional-adapting" and "aggressive-undercutting".

The characteristics describing the input can be related to size, and selling area, factor-qualities (and also to factor-proportions). Seen as a whole the factor-stocks are an indicator of the size of the enterprise. Apart from that the characteristics can relate to the individual used factors as there are capital, staff, room, goods. Moreover, there could be listed the factor-proportions describing the ratios of the use of different factors.

The factor quality defines the qualitative characteristics of the factors used.

With trading-enterprises being open systems, the environment relations can also be analysed. Corresponding to the double-sided market integration of an enterprise, we can examine the consumer (and also supplier) relations seperately. Here you can differentiate into kinds and character of the relations to these partners.

I am now going to analyse the individual types of retailing-institutions. One-line-stores are retailing-enterprises, which offer products of one certain branch or one certain category of needs, for example shoe-shop, electrical goods-shop, textile goods-shop (branch-homogeneous) or sporting goods-shop, drug-store (needs-homogeneous). Furthermore one-line-stores offer their customers a large range of services, for their most part consultance, maintainance and repair-services. In order to enable the sellers to consult their customers it is necessary for them to have special knowledge about of character of the goods and the assortment as well as about needs of the customers. So the staff in one-line-stores stands out by their special qualifications.

One-line-stores prefer to have their locations in retailing-

-agglomerations or in cities. The prevailing kind of service is assistants-service. The price-level can be called relatively high, the price-fixing is conventional-adapting. Most of the one-line-stores are small-sized or medium-sized enterprises. They often have a big quota of steady customers. The branch-stores which offer a medium-broad and a medium-deep assortment, differ from the speciality-stores, which offer a narrower and deeper assortment.

The self-service markets, the supermarkets, the self-service-centers and the self-service department-stores count among the self-service stores. They have in common that all of them sell all categories of goods mainly in self-service and that they have food in their assortment. They only differ from their extent of selling area and their ratio between food-and nonfood-items.

Self-service markets supply food-items on a selling area that is less than 400 m^2. They have their locations near residential areas. Supermarkets supply food-items and a small percentage of non-food-items, which does not cover more than 1/3 of the selling area. Their selling area covers between 400 m^2 and 1500 m^2. Their locations are either in secondary sites within towns and villages or along boundaries of towns and villages with always good parking facilities.

Self-service centers and self-service department-stores are the big-sized forms of the self-service enterprises. On a selling area of 1500 m^2-4000 m^2 self-service centers supply food-items and nonfood-items for short- and medium-term needs. The monfood-items cover more than the half of the selling area. Self-service department-stores supply prevailing nonfood-items for short-medium- and long-term needs on a selling area of more than 4000 m^2. Both types have their locations on town-boundary sites with good parking facilities. Self-service department-stores are sometimes also built on free areas between the towns. Their price-level is relatively low and their form of price-fixing can sometimes be called aggressive-undercutting.

Department-stores are big-sized retailing enterprises. Under the motto "everything under one roof" their assortment includes several branches. A complete department-store assortment consists of food-items, textiles, clothing, household-goods and furnishing-goods. Depending on the range and depth of the assortment we distinguish grand-, normal- and junior-department-stores. Grand-department-stores offer a broad and deep assortment, normal-department-stores offer a broad and medium-deep and junior-department-stores a broad and flat assortment. The department-stores have their locations in first class-sites, that means in the cities or in shopping centers. The type of serving depends on the department. There is self-service in the food-department, pre-selection in the clothing-department and assistants-service, for example, in the photographic-goods-department, where customers wish to be consulted. There are medium to extensive additional services offered ranging from repair-workshops, kindergardens and restaurants to multistorey garages. Apart from that often goods-returns, delivery and purchase-financing are part of the sales policy. This especially applies to the grand- and normal-department-stores. The price-levels in grand- and normal-department-stores range from medium to high, those in the junior-department-stores are low. The kind of price-fixing can be called conventional-adapting in all of them.

Mail-order-houses are distance-trading institutions, that means that there is no personal contact between the seller and the buyer. The buyer receives the offer by newspaper-ads or catalogues and sometimes by a representative. The customer orders by letter or by telephone. The delivery is done by public transport (railway or post), by forwarding-agents or by the own car-pool.

Depending on their assortment we can distinguish assortment-mail-order houses and speciality-mail-order houses. Assortment-mail-order houses offer an assortment, which can be compared with that one of the department-stores, speciality-mail-order houses offer an assortment, which can be compared with that of the one-line stores.

Discounters are retailing-enterprises, which are charactetised by their aggressive-undercutting price-policy,made possible by waiving special services. Discounters have their locations in cost-saving secondary sites within the towns, their kind of service is 'self-service' and they have a relatively flat assortment. According to the contents of their assortment we can distinguish food-discounters and nonfood-discounters. The assortment of the food-discounters is similar to that of the self-service markets or the supermarkets, but it is restricted to fast-selling goods. Nonfood-discounters have a branch-homogeneous assortment like the one-line stores, but also restricted to fast-selling goods.

A further type of institution are the chains, their essential characteristic is the chain-principle. This means that some functions of the production process are fulfilled in different locations. In most cases such functions as management, financing, providing, stockkeeping and assortment-formation are centralized at the headquarters. The chain-stores are assigned to the headquarters and take over decentralized functions, mainly selling functions. If this principle is applied in one enterprise, we call that a chain. Many department- and one-line--stores are also organized in this way, but they are analysed seperately. The actual chains are divided up into food-chains and nonfood-chains. The food-chains run self-service markets, supermarkets, self-service and less often self-service department-stores. There are, however, also food-chains which have specialized in special food-items as for example coffee, delicatess-goods etc.

All enterprises, which run several one-line-stores or nonfood-discounters are counted among the nonfood-chains.

To call an enterprise a chain it is often required to have a minimum number of chain-stores, because only in that case the typical characteristics (centralized stockkeeping, centralized management) will appear. The statistics published generally assume that an enterprise must have at least five chain--stores to be called a chain.

Finally I want to approach the cooperative-societies as a type of institution. Cooperative-societies are self-help institutions of the consumers with the aim to achieve a cost--saving provision by means of a joint purchase of goods satisfying everyday needs. For cooperative-societies in their initial assumptions it was essential that only members of the society could be their customers.

Apart from the mainly qualitative characteristics mentioned

Table 2

Important index figures of individual retailing enterprises

Types / Index figure	One-line-store		Self-service market	Super-market	Self-service-center	Self-service department-store	Department-store	Junior-department-store	Assortment mail-order-house	Food-chain	Food-discounter
Number of employees	drug-store house-holdg. shoes	6 25 12	11	17	48	129	411	82	-	15	8
Selling - area in m^2	drug-store house-holdg. shoes	130 900 270	330	620	2 310	7 530	8 710	2 290	-	450	-
Number of articles	drug-store house-holdg. shoes	6 900 8 300 7 400	2 300	5 300	food 6 200 nonf. 10 700 tot. 16 900	food 9 600 nonf. 25 800 tot. 35 400	grand-dep. 220 000 normal-dep. 100 000	30 000	60 000	4 300	1 000
m^2-selling-area employee	drug-store house-holdg. shoes	22 36 23	30	36	48	58	21	28	-	30	-
Number of articles m^2-selling-area	drug-store house-holdg. shoes	53 9 27	7	9	7	5	17	13	-	9	-
Turnover (in Mil. DM)	drug-store house-holdg. shoes	0.8 5.6 1.9	3.6	6.0	17.3	41.9	65.5	15.7	-	5.4	3.5
Turnover m^2-selling-area (in 1 000 DM)	drug-store house-holdg. shoes	6.2 6.2 7.0	10.8	9.8	7.5	5.6	7.5	6.9	-	12.0	-
Turnover employee (in 1 000 DM)	drug-store house-holdg. shoes	133.3 224.0 158.3	327.3	352.9	360.4	324.8	159.4	191.5	224.8	260.0	437.5
Stock-turnover	drug-store house-holdg. shoes	3.5 3.3 1.8	17.2	16.9	-		3.5	5.0	6.2	19.4	-

above, which describe the character of the individual retailing enterprises, you can elucidate structural differences by means of index figures. Table 2 gives a number of important index figures of individual retailing enterprises I refer to this figure without going into further details, as I think that most of the index figures speak for themselves. They are calculated for the year 1982.

2.2. Combined Forms of Individual Retailing Enterprises

Combined forms of individual retailing institutions are local and organizational combinations of individual retailing institutions, with each individual institution retaining its independance. Among them are the joint-department-stores and the shopping-centers.

A joint-department-store is a local and organizational combination of independent one-line- and speciality-shops as well as complementary service-enterprises of different types and sizes. The main characteristics of joint-department-stores are the following:

- character of a department-store,
- individual departments are run by independent retailers,
- between independent retailers thers is a workable combination of activity,
- for the clients they appear to be one organizational unit.

According to the character of a department-store, the assortment of the combination is broad and deep. The assortments of individual departments are coordinated. In order to make the cooperatively working retailing and service enterprises outwardly appear as a unit, it is necessary to set up a central department, which fulfills joint functions.

Shopping-centers are agglomerations of retailing and service enterprises which were planned, built and administrated as a unit. The unitary planning and administration distinguishes the shopping-centers from the retailing agglomerations in the cities. The unitary planning refers to site, size and structure of the center, that is to say to the type and number of enterprises to be integrated, as well as to the division and arrangement of the selling area and other areas. It also determines the constructional shape.

Executive agents of these unitary planning are either large trading enterprises (for instance department-store enterprises), which later wish to domicilize in the center, or financial companies, which regard the center as being an object for investment. Often the members of the center elect a central department, which has the task to represent the center externally and to coordinate the actions of the participating enterprises. Otherwise the individual retailing and service enterprises are relatively free in their decisions concerning the enterprises.

As regards the form of integration in the already existing settlement units, shopping-centers could be divided into integrated and non-integrated ones. Integrated shopping-centers are built at the edge of settlement units (cities, residing-areas, satellite-towns etc.), non-integrated shopping-centers are built between two settlement units 'in the green field'. With regard to their size we can distinguish neigbourhood-, community- and regional-centers with the covered area, the number of shops and the number of available parking facilities being the quantitative criteria for definition. Regional-centers for instance have more than 30 000 m^2 of the covered area, more than 40 shops and more than 5000 parking facilities.

3. Development of the Retailing Institutions in the FRG

3.1. The Dynamincs of the Types of Retailing Institutions

The several types of retailing institutions did not always have that form described above, they are subject to change. New types of enterprises arise, existing ones change and sometimes disappear completely. The origins of these changes are the changes in the environment, to which the retailers have to react, if they want to survive in the long-run. We can now try to work out rules for this developing process. It is in a way similar to the life-cycle model known form products. Here we can also define and describe different stages. In the German literature, the description of the developing process of types of enterprises has been discussed under the therm 'dynamics of the types of enterprises', especially by Nieschlag, but you can find similar approaches in the Anglo-Saxon literature too.

Generally speaking, we can distinguish the following stages of the developing process of a type of enterprise:

- formation and rise,
- maturity and assimilation.

The first developing stage is often characterised by the fact that a new type of enterprise gets access to the market by means of an aggressive price-policy enabling it to win its market share. This low price-policy of the newcomer is made possible by the following policies unlike those of the established competitors:

- by restricting the assortment to rapidly selling goods, storage costs will be saved, and because of the large demand resulting,
- by restricting the services, fitting out the shops modestly and by using the staff in a rational way, space- and staff-costs can be saved.

The second stage of the developing process is very often characterised by the transition from price-competition to nonprice-competition. This phenomenon is very often also called 'trading up'. Additional products are taken into the assortment and additional services are offered, the reason being:

- the attempt to win other groups of customers than only the price-conscious consumers, and bind all customers in order to ensure and anlarge the enterprise's own market position;
- the recognition that sticking to an aggressive price-policy can easily imply the enterprises ruin if there are competitors of the same kind.

The developing process, which I have only roughly described, can be called an observed rule. It applies to the department-stores and to the one-line houses, which at first competed with the established one-line-stores by means of an aggressive price-policy and later on gradually adapted their policy to that of the one-line-stores. It also applies to the mail-order houses, which entered the market as price-active competitors of the department-stores and then especially in their assortment-policy adapted to them. Recently this process could also be observed in self-service stores, but in these types the 'trading up' is only at its beginning.

However, there are also examples showing a different trend so that we cannot call it a regularity. Boutiques as a new type of oneline shop did not enter the market applying an aggressive price-policy, but right from the beginning had a consistent high-price-policy. And discounters, especially food-discounters, so far show no signs of 'trading up'

3.2. The Development of the Retailing Institutions

3.2.1. The Development of the Individual Retailing Enterprises

After the general remarks about the developing process of the retailing institutions I now want to say something about the development of the individual forms. Table 3 shows the importance of the individual types of retailing enterprises. It shows the development of the market shares of the whole retailing trade in the FRG.

One-line-stores are a traditional form of retailing. They have developed from the groceries, which today can be found only in settled rural areas. Despite the increasing importance of the department-stores and more modern types of enterprises, they still repesent the largest group of retailing enterprises in number and in turnover. Their market share today corresponds to that, which was achieved in the beginning of the 60´s. In between there was a period, where they had to give up market shares especially to the department-stores and the one-line houses. In 1974, they reached the lowest point, about 5% below their today's market share, which has been relatively constant in the last few years. Parallel to that, you can observe a continual development within the group of one-line shops: in 1962 only 12,3% of the whole trade turnover in one-line-stores was reached in chain-stores, in 1980 this was 26,6%. Apart from this a clear tendency to chain-formation and, thus, to larger enterprises can be observed, with one-line stores turning more away from the pure assistants-service. Preselection is coming up more and more. Furthermore, one-line-stores more and more try to withstand the hard competition with the large-sized enterprises by means of more cooperation with one another.

The first department-stores in Germany were built at the beginning of this century. Up to the 20's they witnessed a rapid boom. In the 30's, public claims for protection of middle-class retailing restricted their growth. Because of their location in central parts of towns the department-stores were harder hit by

Table 3

Market shares of individual retailing enterprises

Type / Year	Department stores and one-line-houses	Self-service-centers and self-service department stores	Supermarkets	Self-service-market	One-line-store	Speciality-mail-order house	Assortment-mail-order house	Other types	Retailing altogether (DM b.)
1980	7.3	10.6	5.5	12.4	48.7	2.1	3.4	10.0	100.0 (413.4)
1981	6.8	10.9	6.3	12.5	47.9	2.1	3.4	10.4	100.0 (429.1)
1982	6.5	11.3	6.6	12.8	47.2	1.9	3.2	10.6	100.0 (434.0)
1983	6.3	-	-	12.4	48.1	1.7	3.1	10.4	100.0 (448.6)

the effects of the war than other types, so that their rebuilding after the war was difficult. However, they still managed to expand continiously market shares. In 1974, they reached their highest market share of 10.3%. Since then their market share has been permanently declining. This trend could also be observed between 1980 and 1983. The policy of the department-stores shows a clear 'trading up'. Sometimes you can even go as far as to claim that department-stores are a combination of several one-line-stores under one roof. This especially applies to the grand- and normal-department-stores.

The expansive development of the mail-order houses began in 1950. At the moment, there are about 4000 mail-order houses, in the FRG most of them are speciality-mail-order houses. Between 1960 and 1980, their market share remained relatively constant between 4.5% and 5.5%. They reached their maximum in 1980 and 1981, since then their development has been slightly declining. Here we can also observe an intensitive 'trading up', especially with the assortment-mail-order houses. Furthermore, some assortment-mail--order houses tried to get hold of the stationary business, which however was not very successful, as good locations were already engaged or were too expensive to get.

The first self-service-centers and self-service department--stores were constructed about 1965. These enterprises managed to increase permanently their market share from 0.6% in 1966 to 11.3% in 1982. This was the disadvantage of the one-line-stores and recently especially the disadvantage of the traditional department--stores. One of the main assumptions for the great success of this type of enterprise was the fact that a larger percentage of the people possessed a motor-vehicle. The number of self-service-centers and self-service department-stores in 1982 was about 1400. Here also is a tendency towards enterprises with larger selling-areas. Since 1978 the foundation of new self-service-centers and self-service-department-stores with large selling-areas has become more difficult, because since then they can only be constructed on areas especially designed for them. As regards their policy we can observe that their assortment is often enlarged by additional services.

Data about discounters are rarely explicitly stated in statistical publishings. In Tab. 3 the nonfood-discounters are included among the the self-service-markets and the supermarkets. The market share of the food-discounters rose from 0.9% in 1972 to 4.0% in 1982, their number from about 1000 to 3100 in the same period of time.

The first chain-stores were founded at the beginning of the century. I have already pointed out the increasing importance of the nonfood-chains. They were able to enlarge their market share from 4% in 1960 up to 7% in 1982. The number of food-chains decreased from 90 in 1960 to 44 in 1982. The average number of chain-stores per enterprise doubled over this period of time, that is to say here is also seen a clear tendency towards larger enterprises. In earlier times, assitants-service stores dominated, today the food-chains almost exclusively run self-service-stores with an increasing percentage of supermarkets, with the average size of the selling area of the chain-stores also rising in the last few years.

The cooperative-societies, originally founded as self-help institutions of the consumers, data back to the early times of capitalism. They witnessed a rapid boom at the beginning of this century. The economic crisis in the 30's hit the cooperative-societies harder than other ones, and in 1935 it was decided to start liquidating them. After the war, the rebuilding of the cooperative-societies proceeded relatively fast. In 1948, there were again 244 cooperative-societies. In the same year also the economic-head-quarters for all of them were founded. Since 1969 these headquarters have been known as Coop AG. Besides assortment-formation and goods provision for the regional societies they carry their own production of consumer products. Their development has been characterised by fusion of local societies with regional societies and the tightening of the store-network. In 1982, there were only 47 regional societies, most of them already converted to a shareholder-company or a limited-company, and 3360 stores of all types of self-service-stores. In 1982, the whole Coop-combination achieved a turnover, which represented a market share of 3.5% of the whole retailing turnover in the FRG. Today the whole Coop-combination does not differ from a country-wide food-chain, neither in its structure nor in its aims.

3.2.2. The Development of the Combined Forms of Individual Retailing Enterprises

The idea of setting up joint department-stores was born in Sweden. In Germany this type of enterprise had dificulties in finding acceptance. Apparently the middle-class retailers preferred other forms of cooperation. The first joint department-stores were founded in 1970. Their founders were mail-order-houses, which wanted to enter into stationary business. Today in Germany there are 10 real joint department-stores. Unfortunately there are no data obtainable about their market share.

The first shopping-centers were opened in 1964. At the moment there are about 700 shopping-centers, 72 of these being regional-centers. The first shopping-centers were real giants, with a covered selling area of up to 70 000 m^2 and up to 80 retailing-shops. Since then the average size of the centers has been decreasing, that is to say only smaller centers were opened. The reasons for this being the difficulties with finding appropriate locations for such large retailing-agglomerations with a large enough feeding area, and the legal regulations, which do not allow the construction of such large buildings on other than those areas, which are especially designed for them.

This is a rough survey of the actual stage of development of the types of retailing-institutions. The further development remains to be seen. The existing types will continue to be subject to change and some of them will disappear completely. But we can also reckon with the rise of new types of retailing-institutions, especially in connection with the development of new media and new communication techniques.

Jens Neugebauer

ROZWÓJ INSTYTUCJI HANDLU DETALICZNEGO
W REPUBLICE FEDERALNEJ NIEMIEC

Handel detaliczny w RFN charakteryzuje znaczne zróżnicowanie. Przeprowadzono typologię tych instytucji, uwzględniając kilka jej kryteriów m. in.: świadczone usługi, organizację, strukturę nakładów i zatrudnionych czynników produkcji oraz powiązania z otoczeniem. Omówiono rozwój i strategię handlu indywidualnego za-

równo, sklepów branżowych, jak i specjalistycznych, różne rodzaje sklepów samoobsługowych, domy towarowe i handlowe, domy wysyłkowe, handel dyskontowy, łańcuchowy i spółdzielczość. Następnie przedstawiono różne formy integracji znajdujące wyraz w rozwiązaniach przestrzennych. Wskazano na kierunki rozwoju różnych form instytucjonalnych, a także ich znaczenie w ogólnej sprzedaży. Wreszcie przedstawiono wskaźniki charakteryzujące porównawczo efektywność czynników produkcji zatrudnionych w różnych typach handlu detalicznego w latach 1980-1983.