




















Channel	Example Retailers	Typical Trip Types	Unique or Known For ...
Malls & Shopping Centres	 	<ul style="list-style-type: none"> Leisure/Entertainment Browse, services (eg health, automotive) Knock over a number of tasks all in one location 	<ul style="list-style-type: none"> Broad offer under one roof 'Window shopping' without necessarily buying anything
Grocery/Supermarket	 	<ul style="list-style-type: none"> Staples and treats Stock up (aisle by aisle) Top up, Dinner tonight Entertaining Some gifting Some treat/snack 	<ul style="list-style-type: none"> Skew to food based Dinner tonight (competes with foodservice) Being a chore (although this is improving)
Convenience	  	<ul style="list-style-type: none"> Fuel/petrol Snack Quick/takeaway meal, Refreshment Treat Run out/ emergency (eg toilet paper, pet food, feminine hygiene) Services (eg ATM, phone cards, transit tickets, gas bottle refills, trailer hire), Some entertaining (eg ice, softdrink and mixers) 	<ul style="list-style-type: none"> Fuel 'Junk food' (although this is starting to change) Automotive and related services
Department stores, Mass Merchants & Discount Department Stores	  	<ul style="list-style-type: none"> Browse/leisure Top up across several categories Gifting Destination (apparel, cosmetics, homewares etc) Big sale (department/category specific or whole store) 	<ul style="list-style-type: none"> Range of categories Apparel Category wide sales (toys, manchester, menswear, DVDs etc)
Liquor	  	<ul style="list-style-type: none"> Stock up (particularly case beer, cleanskin wine) Entertaining Gifting 	<ul style="list-style-type: none"> Alcohol categories focus Different store formats
Hardware	 	<ul style="list-style-type: none"> Destination (fix something, renovate something) Stock up/top up (tradies) Leisure/browse (Bunnings) 	<ul style="list-style-type: none"> Range Complex nature of products and solutions Service – product and application knowledge
Health & Beauty specialty retail	 	<ul style="list-style-type: none"> Destination (specialty items eg hair accessories) Gifting Top up (before run out eg mascara getting old, eyeliner getting low) Stock up (bigger/bulk packs eg mouthwash, toilet paper) 	<ul style="list-style-type: none"> Range within its categories Salon only brands ('professional' brands) Probable discounted prices Additional services

		<ul style="list-style-type: none"> • Services (hairdressing like in Price Attack) 	
Other specialty retail	 <p>PETBARN <i>Everything for Pets</i></p> <p>kikki.K www.kikki-k.com.au</p>	<ul style="list-style-type: none"> • Destination • Browse/leisure • Gifting • Entertainment 	<ul style="list-style-type: none"> • Category specialists – range, product knowledge
Route (eg mixed business, newsagents, tobacconists, bakeries etc)	 <p>Cignall SPECIALIST TOBACCONIST</p> <p>NEWSPAPER</p> <p><i>Bakers Delight</i></p>	<ul style="list-style-type: none"> • Destination/specific item (eg milk, newspaper, magazine) • Entertaining • Some emergency/run out. 	<ul style="list-style-type: none"> • Friendliness • Often community based (frequent loyal local customers) – know their customers • Quick in & out