

Abstract

This thesis addresses a specific type of retail units – convenience stores – in the locality of central Smíchov in Prague. The aim is to explore spatial differentiation of these stores and the prices of goods in them and to detect the link between the characteristics and price levels of convenience stores. The research was situated in a location strongly differentiated by its socioeconomic status, the physical environment and functional usage. This promises a revelation of significant and interesting outcomes. The theoretical part of the thesis focuses on the accurate definition of convenience stores and the evolution of retail in Prague with emphasis on its inner city. In the methodical part I focus on the researched area delimitation and specification and the description of the data collection and processing. The last chapter summarizes the results, which are presented mainly by maps. The work is primarily based on extensive field research and spatial data survey. The localization of the store is the main factor influencing the differentiation of convenience stores and their prices. The location on the main street is the key determinant.

Key words: retail trade, convenience stores, prices, differentiation, localization, Smíchov, Prague.