

## **Abstract**

Localisation of economic activities is an often debated issue in the expert literature. In particular, the factors determining the location of retail units in such a complex environment, as is the metropolitan Prague, is a very complicated process. Variance of several meters can determine the entire success or failure of the shopping center. Therefore, the first part of this thesis presents and discuss a broad range of studies and methods with different approaches to determine location analysis.

The results of this thesis show the efforts of customers to minimize time and effort spent on shopping, which is just a reflection of the proximity and availability of metro station as the main localization factor in Prague's area. However, not only the location, but also the preferences of customers of specific marketing mix and characteristics affect the success of these centers.

**Key words:** shopping center, localisation factors, Prague, metro, availability