

Abstract

Vietnamese food stores are located all over the Czechia and are often the only option for food purchases in non-metropolitan areas. This dissertation is focused on the study of Vietnamese retail in the context of the problems of serviceability of small towns and rural settlements in the Czechia. One of the main goals of this dissertation is to verify whether Vietnamese businesses are one of the ways to save the ever-falling rural service functions. Considering that the issue of rural service provision is an extensive topic, the work only yields partial results that will need to be verified in further studies. The introductory sections analyze the processes of Vietnamese migration into our country and subsequently characterize the development of retail. The next part focuses on the operation of Vietnamese retail where structured interviews conducted within the research serve as a main source of information. The quantitative part of the research focuses on the issue of the distribution of shops, and, in the empirical part, using questionnaire the functioning of the Zásmuky retail trade with a focus on Vietnamese food stores is assessed. The analysis shows that Vietnamese food stores are one of the solutions to maintaining business in rural communities. Due to the efficiency of their operation, which minimizes operational costs and trade size, Vietnamese businesses are also able to operate in places where other business did not succeed.

Keywords: Retail, Czechia, food shops, periphery, countryside, non-metropolitan