

This thesis deals with structural changes in retail and the ways in which they influence the activities of retailers in the selected region. Retail forms an integral part of economics in almost every developed country in the world. Globalization and concentration tendencies, which actuate the process of rapid expansion of retail roughly in the 1990s, causes radical changes in its structure till nowadays. There has been a rapid expansion of new companies.

Supermarkets and hypermarkets selling goods at lower prices and big shopping centres with amusement parks appeared.

A historical evolution of the small business in the Czech Republic is there briefly described, its characteristics as well, which represent advantages and disadvantages of the small business. The next part describes the Central Bohemia Region. The third part includes an analysis of enterprises in a trade business in the Central Bohemia Region. The main item of the thesis is following of trade business activities. Hereafter the portrayal of city of Vlašim is introduced there and the entrepreneurial activity in the given city is analyzed and assessed. The questionnaire inquiry has been carried out there as well.