

## **Retail trade in the Czech Republic: focusing on foreign retailers**

### **Abstract**

This diploma thesis contributes to the discussion about the position of grocery retailers operating supermarkets, hypermarkets and discounts in retail trade of the Czech Republic.

It deals with theoretical aspects of retail trade (globalisation, internacionalisation, socio-economic and demographic changes etc.) and functioning of retailers. Second, it focuses on position of supermarkets, hypermarkets and discounts within the retail network.

Theoretical part deals with the history of research of the retail trade. Shortly, it shows the directions of the retail research (including "new retail geography") and deals with the basic processes, that enable changes in retailing and are closely intertwined with each other (globalisation, internationalisation etc.). This work also remarks the strategies of international growth of foreign retailers, changes in retail trade and deals with theoretical models of these changes. Apart from all these problems mentioned above, this work discusses the organisation of the retail network and localization of outlets.

Analytical part of this thesis deals with the position of retail trade in selected post-communist countries and in the Czech Republic. It surveys the presence of particular formats of retailers, that are at the same time operating in the Czech republic and selected post-communist countries. It is interested in spatial distribution of formats in selected countries, their concentration in their capital cities and the characteristics of retail trade. In the Czech republic this thesis analyses the position of supermarkets, hypermarkets and discounts. It focuses on regional differentiation of outlets and follows the concentration of retailers' outlets in particular regions. The thesis provides the data for retail trade, number of companies operating in the Czech market, number of outlets and position of retailers among TOP 10 companies by turnover. It also analyses regional distribution of selected formats and companies by surveying sales area per 1000 inhabitants and focuses on the changes caused by retailers currently leaving the Czech market.

This work also offers the case study of Delvita chain operating in the Czech market. This chapter examines the operating of the company in the Czech market and analyses the gradual spatial dispersion of Delvita's supermarkets. The thesis investigates the way of Delvita's supermarkets expansion: whether the expansion followed the position of municipalities in the settlement hierarchy or not.

**Key words:** retail, grocery retailers, retail network, supermarket, discount, hypermarket