

# Victorias secret

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Store location is an important decision for retailers because location is “ typically one of the most influential considerations in a customer’s store-choice decision” (Retailing, 167). Most consumers choose which store to visit based on close proximity to home or work, comfort level, and other surrounding retailers so shopping stays relaxing and a lot of driving isn’t needed. Victoria’s Secret in the Beverly Center is in a shopping mall. Reasoning behind the store being placed in the mall across from the elevators in the center is because malls have high amounts of traffic.

Another reason why a mall location has its advantages, because malls provide the chance to combine shopping with entertainment, a great place to walk around catch up with friends while getting your shopping done, bringing in large numbers of people a day. Victoria’s Secret in the Beverly Center is a leader in lingerie, with Fredrick’s of Hollywood as their largest competitor is far from this location. Therefore shoppers at the Beverly Center who are looking for affordable lingerie will venture in to Victoria’s Secret. Victoria’s Secret is a multi-channel retailer, from stores, to online, to catalogs.

This an advantage to the company because if a customer cannot find an item, or color they are looking for in the store, they have two other methods of how to purchase that item, still making Victoria’s Secret a profit and keeping the loyalty of the consumer. Victoria’s Secret is a leader in the retail industry not only because of the products they put out but because they understand the “ 3 most important things of a retail chain, location, location, location” (Retailing, 167). Work Cited Levy, Michael, and Barton A. Weitz. Retailing Management. Boston: McGraw-Hill Irwin, 2009. Print.