

När handelsplatser växer fram - vägen och tiden

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When Retail Market Places Are Emerging – Progress and Time

The questions addressed here are of interest to those who are currently studying and developing retail marketplaces. Development in Sweden shows that retail marketplaces evolve into even larger places, and with an increasing dependence on relationships and stakeholder collaboration to achieve success in their geographic markets. Many marketplaces are a result of their time. They are developed in a very particular context with regard to expectations and requirements unique to a specific time period.

The study addresses three retail marketplaces in the Gothenburg region, with both similarities and differences. These places have been followed over longer period of time. Their market position is also treated. Both creation (type 1) as reactivation (type 2) are studied.

A key finding is how well a place has been anchored among the stakeholders that are affected. Frölunda Torg has a strong presence in its municipality, market and those who manage, operate and develop the site. Kungsmässan has especially a strong marketing and site support, while 421 Shopping in Högsbo has operators with more and larger attraction to the market than the others, but on the whole with a weaker position in the municipality.

The study shows how crucial the efforts of actor groupings are and how they work together to achieve a positive development.

Key words; retail, marketplace, development, triangulation, roles, emergence