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*Positioning of Shopping Centres Within the Retail Market ...*

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*Positioning is one of the most important strategic topics a shopping mall marketing department should tackle. In this section of the business plan you will not only find a tag line, jingle or campaign but a business strategy and the decisions to make to position the shopping mall in the minds of your potential visitors, by enhancing the competitive advantages of your facility.*

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*(PDF) Market Segmentation, Targeting and Positioning*

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