

Chapter One

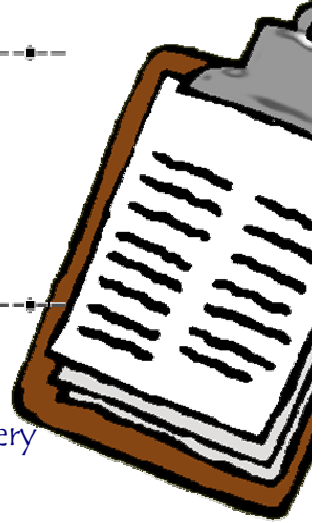
“Retailing in Colwyn Bay”

-Objectives: We had to build up a picture of Colwyn Bay’s areas, vacant sites, opening business and its retail activity.

-Methodology: The method used for this project was simple and very efficient. Firstly, we established groups for each area. We all had to investigate, research and inspect the area designated. We collected information about the businesses and it’s contents, like: shops, vacant sites, toilets, etc. Secondly, we gathered all our information and it was stored on the network, so all our fellow students could have access to our report. We then, gave our own individual analysis about this.

We did this that way because it was much more efficient, it was much faster to research and saved us valuable time; also we could share our opinions and thoughts about each other’s answers. We also went to Chester and researched people’s visit into certain shops. (Virgin Mega stores, Coffee Shops, etc.)

-Analysis: Colwyn Bay doesn’t have a very good retail activity overall, despite that, it has some good areas for shopping. Each area has it’s special properties, like, for example, some of them have the advantage to be close to special buildings like: Hotels, restaurants, or even the train station; also, other areas’ appearances are better, some are clean areas, but some other look messy or disorganized. We tried to find the best area in Colwyn Bay, vacant sites and also spot opportunities in an area. Example: Coffee shop.

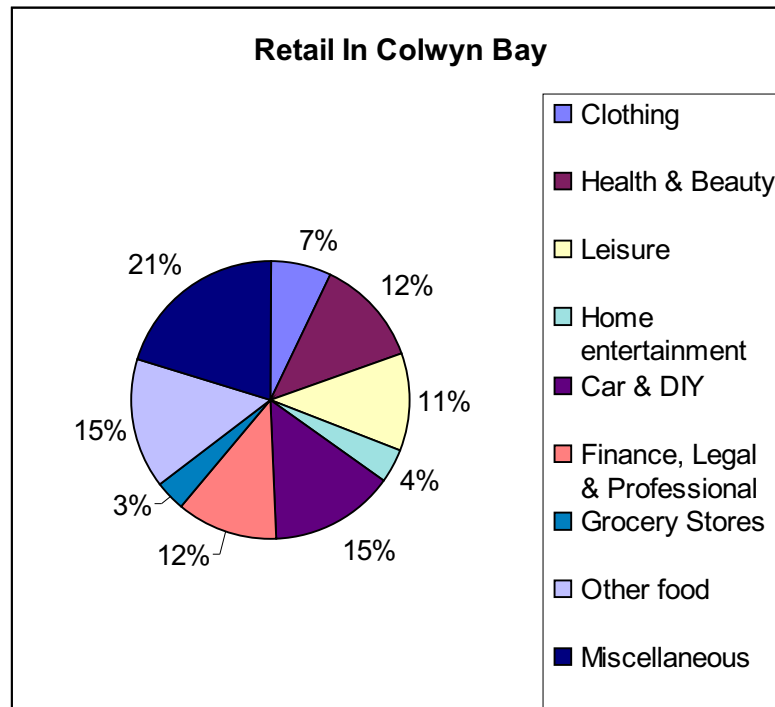




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I kept the group reports, vacant sites information and figures on retail activity in the appendix. Some of the best areas would probably be "E" or "D". Area "E", by the way it looks, has potential, and it's in a very good position of the town, same as "D". There are vacant sites, in "E" for example, there is one potential location on sale, that is located in the main spot in area "E", Bayview, which is a very commercial site and very comfortable and good-looking too; it is inside a shopping centre, this means, any store located in this centre would be looked-at at least 1 time, this means a good location.

- ✚ The activity in Colwyn Bay, as I said, is peaceful. Its retailing, in my view, depends much on its nearby public centres, like schools for example, and I don't think it's reliable on tourism. The retail activity in the area is not very good. Maybe it is in some seasons, but not much compared to other commercial places. (Chester, Llandudno.)
- ✚ The market and businesses make-up in Colwyn Bay, is mostly based on Miscellaneous accessory stores. Then its followed by all-day shops or supermarkets, and car accessories. We can see there are good business opportunities in the grocery stores sector (3%) and also in the home entertainment sector (4%), it is good because there aren't so many shops of that type of store, it means it lacks competition. Also, it's bad to try any Car accessory stores (15%) because there are too many stores.



- + Sincerely, I think area "E" is the best. Simply, its location is the best in town, it's near everything important in Colwyn Bay, like the market, shopping centre, etc; which can make you feel comfortable, when one is looking for stores or planning to do any shopping. It has the busiest shops; also, at least there is at least one shop of every type, including good clothing shops and supermarkets. Area "D" is attractive too, but it doesn't match the needs of the buyers, because there are fewer shops in that area, but if we plan to start a business, that would be an efficient area for a coffee shop, because it has potential vacant sites and the competition is very low.
- + In area "E" there is a very good spot, its size is appropriate, and is in a very decent place for a business. It's an attractive place, a coffee shop would be excellent, because there are only 2 coffee shops, but they aren't very competitive if a really good one was established.
- + Colwyn Bay, in my opinion, doesn't rely on tourism, although, there is a zoo nearby and the only one in North Wales, I state this because there is always people walking around the town, this tells that the locals are always in the mood for shopping.



Conclusion: In my conclusion, Colwyn Bay may be a good spot for business if one is able to find out what the customers want or are expecting from the business, I think a good coffee shop would do very profitable, because buyers may want to have a coffee, and then start the shopping, so I've decided to open a Internet Coffee shop, as it may overwhelm the smaller cafes in the area. Selected are "E" for the area of the business.

-Limitations: There is very little to improve from my point of view, I personally think this is very good way to find out things. But if I had to improve something, it would be the detail taken, because only main things were written down, but every little thing can help a bit, also our reliability is limited to the efficiency of other people. Also because we had limited time and limited resources able to us, so we couldn't really spend more than 30 in town researching or being able to research every single are by ourselves and/or in different days of the week.