The impact of big box retailing on the future of rural SME retail businesses: a case study of the South Taranaki district

Stockwell, Donald

Abstract

Many rural districts are facing economic decline because of a range of factors such as demographic change, changing socio-economic development patterns, farm amalgamations, the entry of large retail businesses, the so called ‘Big Box Retailing’ (BBRs), and a decline in rural infrastructure... Read more

Keywords
Retail convergence; Big box retailers; Case study South Taranaki; Rural depopulation; Economic development

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Chile, Love; Fargher, Scott

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IMPACT OF BIG BOX RETAIL STORES IN THE ECONOMY Many studies that examine the impact of Wal-Mart and other large retail chains and, in some cases, the benefits of locally owned businesses. With respect to the impact of entry by big-box stores such as Wal-Mart on retail employment and earnings, evidence from the United States is mixed. Using county-level data, a recent study finds that Wal-Mart entry increases retail employment in the year of entry while contrasting evidence indicates that each Wal-Mart worker replaces approximately 1.4 retail workers representing a 2.7 percent reduction in ave. This study consists on the analysis of a very big grocery retail chain and the proposal of a serial of improvements I consider that can help the company to grow in the future. Wal-Mart Stores, Inc. is a multinational retail corporation that runs large discount superstores and warehouses. It was founded less than fifty years ago by Sam Walton and his brother Bud in Bentonville, Arkansas (USA).