

Introduction

The retailing institutions is considered to be focusing on the fulfilment of the customer's needs and demands with the produces and services which they would be allowing them to acquire in small sizes. The ability on the retailing institutions to develop new approaches for reaching the customers had been focusing on the development of an effective strategy for the site selection for the success the retailing institutions, the locations should be established, in sites that would be most appreciated by the customers (Dawson, 2012). According to Foxall's studies, the shopping decisions are considered to be conducted by the customer, while they are still at home, they choose the store, in which they will are going to shop for the required products. The choice of the location to be near to the customers, accessible by the car and allowing parking facilities would be encouraging the customers to go to the stores (Bhatia, 2008). On the other hand, the studies showed that throughout the process of site selection for the for the location of the retailing institutions would be requiring the following major stages that would be ensuring that the location will be the most profitable location of the organization, as it will be attracting the majority of the customers. At the same time, the site selection would be focusing on the enhancement of the organizational operations, as well as processes, not only of the customers' convenience, but also for saving of the time and effort for the fulfilment of the tasks and operations of the organization, so that there would be higher rates of efficiency (Blythman, 2013). Changes I the information systems and the technologies had been providing the organizations with appropriate solution for choosing inconvenient locations and still be successful (Benedicktus, 2008).

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