





# DEPARTMENTAL STORES

## FEATURES

ALL FACILITIES

CENTRALLY  
LOCATED

FORMED BY  
JOINT STOCK  
COMPANY

ELIMINATES  
MIDDLEMEN

CENTRALISED  
PURCHASING

## ADVANTAGES

ATTRACTS LARGE  
NUMBER OF  
CUSTOMERS

CONVIENENCE  
IN BUYING

ATTRACTIVE  
SERVICES

ECONOMY OF  
LARGE SCALE  
OPERATION

PROMOTION OF  
SALES

## LIMITATIONS

LACK OF  
PERSONAL  
ATTENTION

HIGH  
OPERATING  
COST

HIGH  
POSSIBILITY OF  
LOSS

INCONVENIENT  
LOCATION

