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## **ONE-PRICE STORES**

One-price store is a form of retail trade at significantly reduced prices when all goods in the store are sold at a low price.

One-price stores influence the consciousness of the consumer in the same way as the various sales promotions in which goods costs 99 999, 9999, 999, 99 and so on. This greatly affects the consumer motivation. Because of this psychological effect on buyers the payback of this type shops occurs in 6-12 months, and the yield is 50 to 200% per year.

Such working practice within one-price stores is widespread abroad and not just there. Now the U.S. has successfully run large networks «Dollar Tree» and «99 Cents Only», in Canada - «Dollarama», in England - «Poundland», in Russia - «Fix Price». These stores work all over the world and this is a normal sales system. They can be divided into groups, depending on type of the brand and type of traded commodity. In Europe, people gladly go to stock stores of their level. Within the provincial cities such stores are presented in the category of "all for one low price" and mostly for lower-middle class, youth (students, teenagers) and retirees, who find a whole range of something suitable for themselves. This store format does not mean that it sells bad goods or something spoiled. The main purpose of these stores is to make the goods cheap enough, to optimize the work shop on the stock system. Based on the target audience of one-price shops they present range of mainly household goods and home goods (70%): soaps, powders, pastes, hangers, dishes and so on. First, these items are always in demand, and secondly, they always come in handy in the economy, and therefore, they have a regular buyer - pensioners. Another part of the income of these stores – small items which have more entertaining function (flags, frames, DVDs, trinkets, event products), such products are in demand among young people. Much depends on the store location. If one-price shop is located next to residential quarter, without apparent proximity to grocery stores, then it can be presented with products with a long shelf life (e.g., chocolate, fast food, pickles, preserves, pasta). On average, the total range of the buyer in a shop acquires from 3 to 5 items.

Price in these stores is usually aligned, and the products are purchased for a package (kilograms, pieces). Based on the total price of purchased goods and costs, which were made on its delivery, the average price for the goods is calculated. Very often such goods are purchased in large wholesale goods which are brought from. For large chain one-price stores goods can be shipped from Asian countries. A common mistake is the involvement of Custom office in one-price stores - it means sale of the goods related to «customs confiscated» which is totally ungrounded, because Customs has no authority to confiscate the goods and to sell them.