

The Measurement of Retail Store Market Share: A Preliminary Model

B. Ramaseshan (Curtin University of Technology, Perth, W. Australia), *Albert Caruana*, (University of Malta, Malta), *Michael T. Ewing* and *Narasimaha R. Achuthan* (Curtin University of Technology, Perth, W. Australia)

Determining individual brand and total market share is a relatively simple task that is regularly undertaken by management. However, the calculation of retail store market share is a far more arduous task. This complexity combined with the dearth of research in the area, underlines the need for a practical but robust way of measuring store market share. The existing literature on determining market share and more specifically store market share is reviewed and a relatively simple mathematical model is proposed. The benefits of such a model in retailing management are also discussed.

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