

**COMPARISON ANALYSIS ON POP-UP RETAIL VERSUS
INDEPENDENT OR BRICK AND MORTAR STORE
(A CASE STUDY IN GLASSHOPPER)**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

COMPARISON ANALYSIS ON POP-UP RETAIL VERSUS INDEPENDENT OR BRICK AND MORTAR STORE (A CASE STUDY OF GLASSHOPPER)

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There had been an increase in the number of retail spaces. By ingeniously making use of these vacant spaces, in recent years, more pop-up stores had appeared as opposed to the brick and mortar store. Pop-up store itself is one of the options available to accommodate the online retails or new start up business to make the business more visible to the market. Beside the pop-up store which is temporary, there is still a brick and mortar store that independently opening. This research aims to analyze and compare the pop-up retail and independent store to provide pro and cons study, by using cost and benefit analysis.

A case study on Glasshopper, which is a business start in pop-up retail, is presented to better reflect on how the study are applicable in real life situation and eventually provide further insight to strategize the business further. Qualitative approach is also conducted in this study, by looking at the result of the business's financial records. To determine whether pop-up or brick and mortar store that is more feasible, SWOT Analysis, business plan, effectiveness and efficiency of both store type had also been taken into account. Based on the thorough analysis on the costs and benefits evaluation, the research study shows that the pop-up retail is more beneficial to the business.

Keywords: Pop-Up Retail, Independent Store, Cost and Benefit Analysis, SWOT Analysis, Efficiency, Effectiveness, Business Plan.



DEDICATION

I dedicate this works for my parents and my advisor Mr. Sam PD Anantadjaya.



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