

DESCRIPCIÓN BIBLIOGRAFICA DEL TFE
 IALaren DESKRIBAPEN BIBLIOGRAFIKOA

Grado/Gradua <input checked="" type="checkbox"/>	Año	Urtea	Título del TFE	IALaren Izenburua
Master/Masterra <input type="checkbox"/>	2016		Investigación de Mercados sobre el comercio minorista en Pamplona	
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Inglés (obligatorio) Ingelesa (nahitaezkoa)	Abstract (resumen de 100-250 palabras)		Abstract (laburpena 100-250 hitzetan)	
	<p>This Market Research for the retail trade in Pamplona tries to analyse the causes for wich the retail trade has lost importance in the last years. Actually, it was the type of trade with greater importance, while at present has been relegated by superstores.</p> <p>This research answers wich are the reason of purchase, wich are not and the image that they transmit to consumers in general. Withthe result of these analyses, it goes over a series of conclusions and recommendations so that retail trademanages to transmit the image that their wishes. To be able, this way, to solve the errors that are committed, for what it has lost relevance. Tries to guide small trade to put the aim toward the achievement of a greater success.</p>			
	Materias o Palabras claves (máximo 5)		Gaiak edo hitz gakoak (gehienez 5)	
Market Research, retail trade, Pamplona and reason of purchase.				