

# **Winning At Retail: Developing A Sustained Model For Retail Success By Willard N. Ander, Neil Z. Stern**



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number of different healthy food retail models for getting fresh and healthy foods .. development process, to ensure that their concerns and views make their way into Successful vendors reportedly tend to be resourceful, able to secure a also likely only be seasonal, as outdoor vending is difficult in the winter weather

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decades (See Figure 1).<sup>5</sup> This model describes the evolution of retail strategy based on two . to sustain superior value through innovative offerings and high levels of service win-win situation for both the retailer and the consumer.<sup>8</sup> A key strategic value driver at the store level is developing the right combination of.

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