

Planung Und Bau Von Shopping-centern - Katharina Wrabetz

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Immer wieder werden neue Shopping Center eröffnet, die den Kunden die Möglichkeit bieten wollen, innerhalb eines Gebäudes bzw. eines Geländes all seinen Kaufgelüste nachgehen zu können. Vor allem in den neuen EU-Mitgliedsstaaten erlebt der Bau von Shopping Centern einen Boom. So wird für das Jahr 2007 die Eröffnung des Arkady Pankratic Centers in Prag erwartet. Dieses Shopping Center entsteht direkt im Zentrum von Prags größten Stadtbezirks und wird auf einer Verkaufsfläche von 38000qm 130 Fachgeschäfte, Service- und Gastronomiebetriebe auf der Ebenen beherbergen. In Krakau, Polen, ist für 2006 die Eröffnung des Galeria Krakowska Shopping Centers geplant. Auf drei Verkaufsebenen mit insgesamt ca. 60000qm Verkaufsfläche werden ca. 250 Geschäfte, Restaurants und Cafés zu finden sein. Auch in Deutschland sind für die nächsten Jahre neue Shopping Center geplant, so z.B. City-Arkaden in Klagenfurt (Eröffnung 2006), Phoenix-Center in Hamburg (Eröffnung Herbst 2004) und Ettlinger Tor Center in Karlsruhe (Eröffnung Herbst 2005) Die Planung und der Bau eines Shopping Centers wird von vielen verschiedenen Faktoren, wie Rechtslage, Finanzierung und Architektur, begleitet und bestimmt. Diese werden in der folgenden Ausfertigung näher erläutert. Studienarbeit aus dem Jahr 2004 im Fachbereich Wirtschaft - Handel und Distribution, Note: 2,7, Fachhochschule Worms (FB Handel), Veranstaltung: Handelsmarketing, Sprache: Deutsch. Author: Wrabetz, Katharina Publisher: GRIN Verlag Illustration: N Language: GER Title: Planung und Bau von Shopping-Centern Pages: 00040 (Encrypted PDF) On Sale: 2004-01-01 SKU-13/ISBN: 9783638291712 Category: Business & Economics : General

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