

Factors that are taken into account in opening a supermarket are the following:

- Local cyclical prosperity
- Characteristics of the population and consumer habits
- Potential commercial area
- Purchasing capacity
- Competition
- Economic needs
- Commercial services and facilities
- Communications

In order to reach the consumer, supermarkets use the following tactics:

- Use "hook" or "pre-sold" merchandise to attract consumers to buy that item, usually a necessary item, and others in the store;
- Have a wide variety of products that do not run out;
- Attract customers through low prices;
- Facilitate consumer access to the store;
- Facilitate transit through the store;
- Expose merchandise attractively;
- Facilitate sales by the employees at peak times;
- Eliminate crowds at the cashier.

The factors identified as the most important to assure the success of a major store are:

- Location;
- Tradition in the market;
- Sales volume;
- Market penetration;
- Influence area determination;
- Type of merchandise sold;
- Clients according to social standing;
- Consumer service;
- Reduced prices by suppliers;
- Cleanliness.

The advantages of large stores over the small establishments are:

- Faster operation;
- Cleanliness;
- Better and deeper market penetration;
- Reduced operation costs;
- Reduced commercial margins allowing for lower prices;
- Increased competition between products and brands;
- Large volumes purchases from suppliers;
- More efficient financial turnover;
- Reduced intermediaries;

The internal structure usually is as follows:

- President
- Director general
- Area directors:
 - Sales
 - Purchases
 - Operations
 - Administration
- Managers
- Principals per product area