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The Pricing Dilemma



The Key Differences

**Airport and
“Street” Retail
are Different**

- Badging
- Product Storage /
Transportation
- Parking
- Construction
- Information Technology
- Product Cost

Conclusions

- 1) Our environment is unique, with costs not seen in other retail locations
- 2) Customers understand that different shopping environments have different pricing realities
- 3) Customer Service, Value, and Product Variety are the driving factors in successful retail experiences