

Subject: : Paflyfish General Forum

Topic: : Pittsburgh Orvis Store

Re: Pittsburgh Orvis Store

Author: : David

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URL:

For Orvis' business plan, it's all about population density and foot traffic. And when you get higher foot traffic, you want drawing cards like the clothes / dog beds for the interest factor (not to mention higher margins.)

Neither is right or wrong (although I could easily argue that from a business standpoint that putting a shop where more people will pass is definitely the right choice.)...