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## **A Strong Business Model in Retail Marketing as the Key to Economic Growth and Sustainable Development**

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The retail sector is an important component in driving a country's economic growth. Retailers supply goods to the public and often serve as the final link in the supply chain from manufacturer to end consumer. One of the objectives of retail marketing is to establish a strong business model. Retailers' business models often depend on the scale of the business and the level of digitalization (Kita et al., 2025). The type of retailer also influences the perception of the omnichannel model. The components of a strong retailer business model include the following: innovation, the concept of customer proximity, corporate social responsibility, in particular responsible marketing, as well as omnichannel capabilities, automatization, elements of artificial intelligence and augmented reality technologies, and personalization (Kita et al., 2025; Park et al., 2023; Snihur et al., 2023).

Innovations must relate to service, logistics, technology, marketing, the implementation of augmented reality and elements of artificial intelligence. The concept of the retailer's proximity to the customer is designed to ensure maximum satisfaction of customer needs, minimize their pain points and understand the context in which a purchase is made. Corporate social responsibility honesty in business dealings with customers, partners, the state, competitors and society as a whole, and necessarily include environmental responsibility. CSR is a key guarantee of sustainable development and economic growth. Personalization is a key element of a strong retail business model and is achieved, in particular, through innovation and automatization, and the implementation of a Customer Relationship Management (CRM) system, which may form part of the enterprise's overall Enterprise Resource Planning (ERP) system. It is also important to ensure omnichannel capability, which involves multichannel operations (the availability of multiple channels through which a customer can purchase goods from a given retailer), as well as the synchronization of purchases across all channels for each customer.

Developing a strong retail business model that incorporates the components listed above will secure the retail business a proper place in the market and significantly enhance its competitiveness, while providing consumers with maximum satisfaction of their purchasing needs in a convenient manner (Kita et al., 2025; Park et al., 2023; Snihur et al., 2023).

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