



INFORMATION
international SAL

RESEARCH CONSULTANTS

Shopping Festival “Live Lebanon” (2002)

An opinion poll was conducted entailing interviews with shoppers, merchants, and touristic institutions. Shoppers were requested to provide information regarding their shopping expenditure, habits, perception of the shopping festival, and opinions on advertised sales. Merchants explained their attitudes, marketing strategies and profitability during the shopping festival, as well as their opinions concerning the enforcement of the TVA and its effect on their sales. Finally, interviews were carried out with touristic institutions to detect the effect of the shopping festival on their operations. Then, Information International compared the 2002 shopping festival with previous ones.

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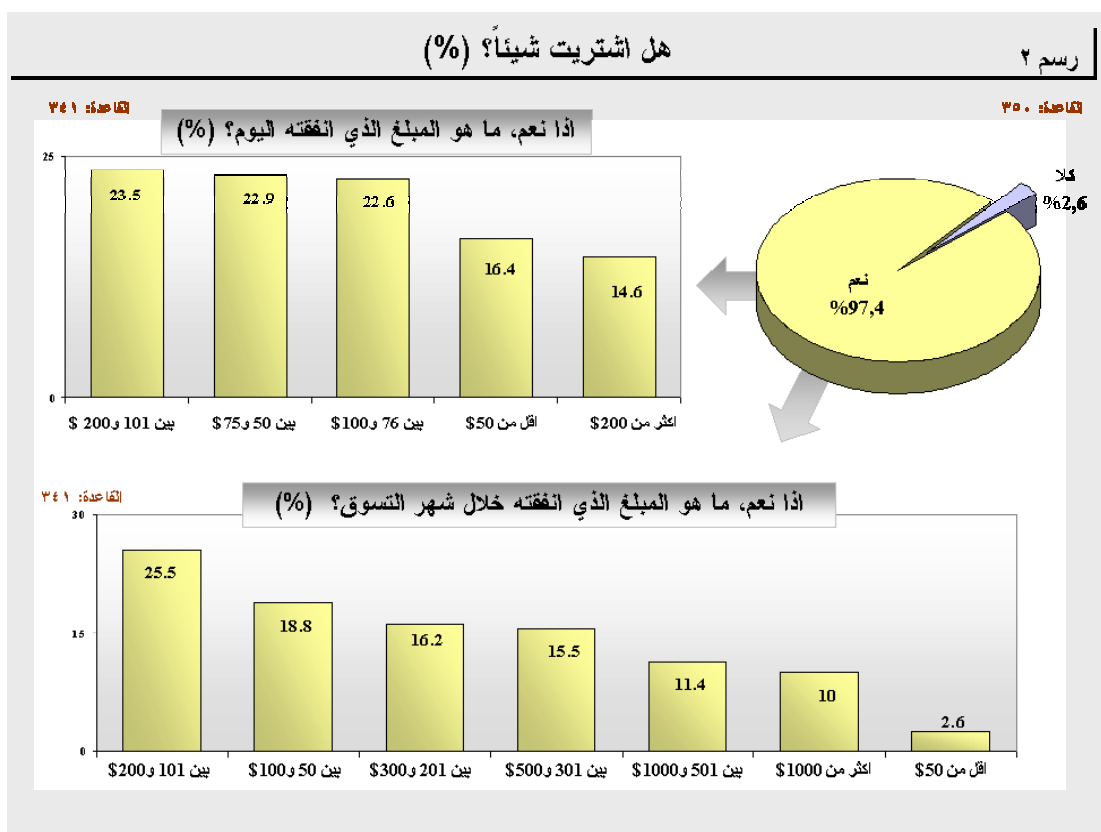
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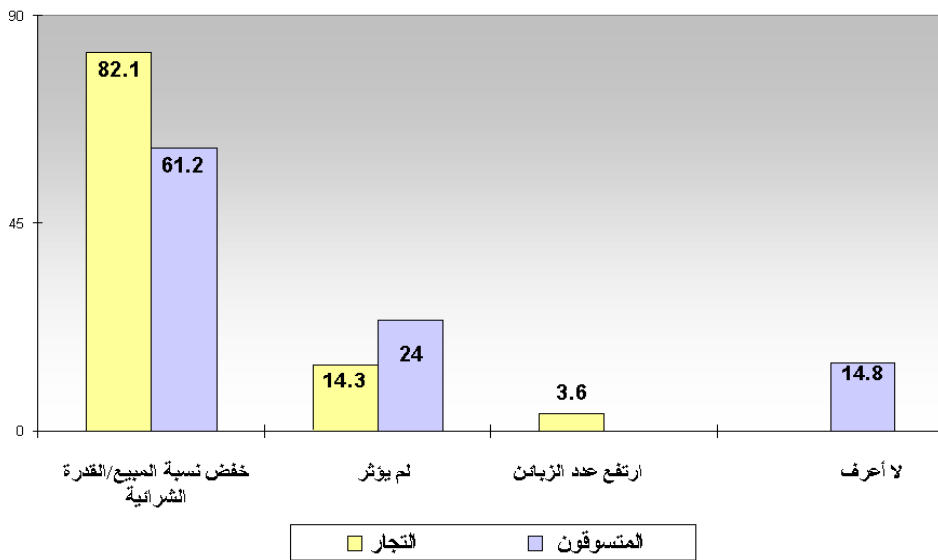
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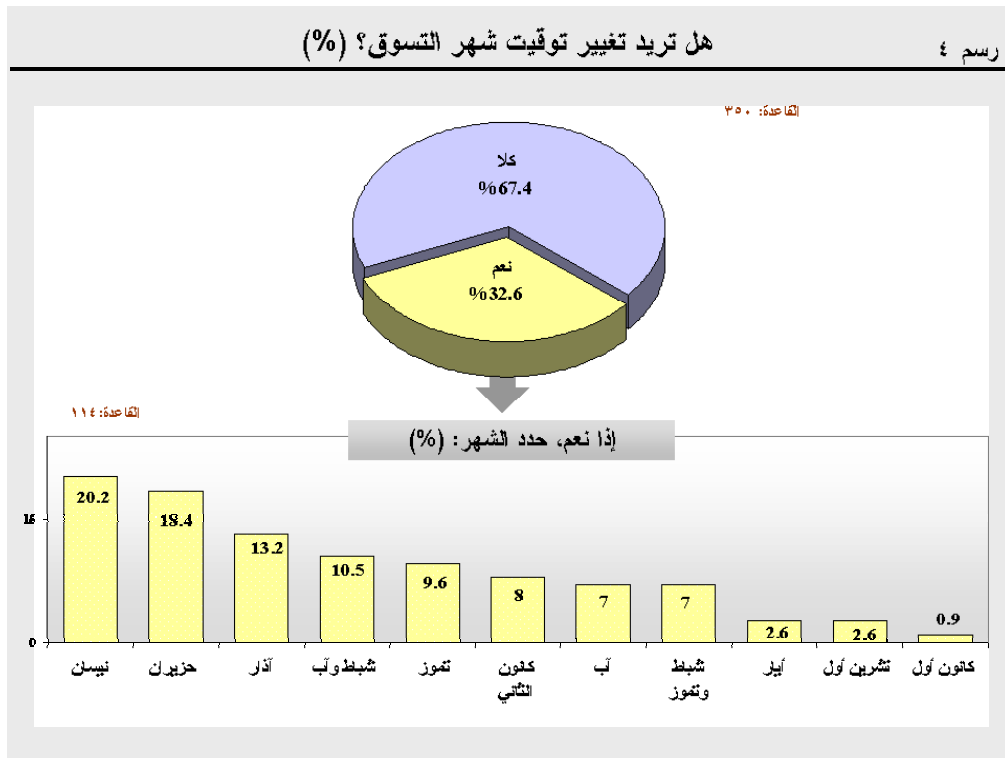
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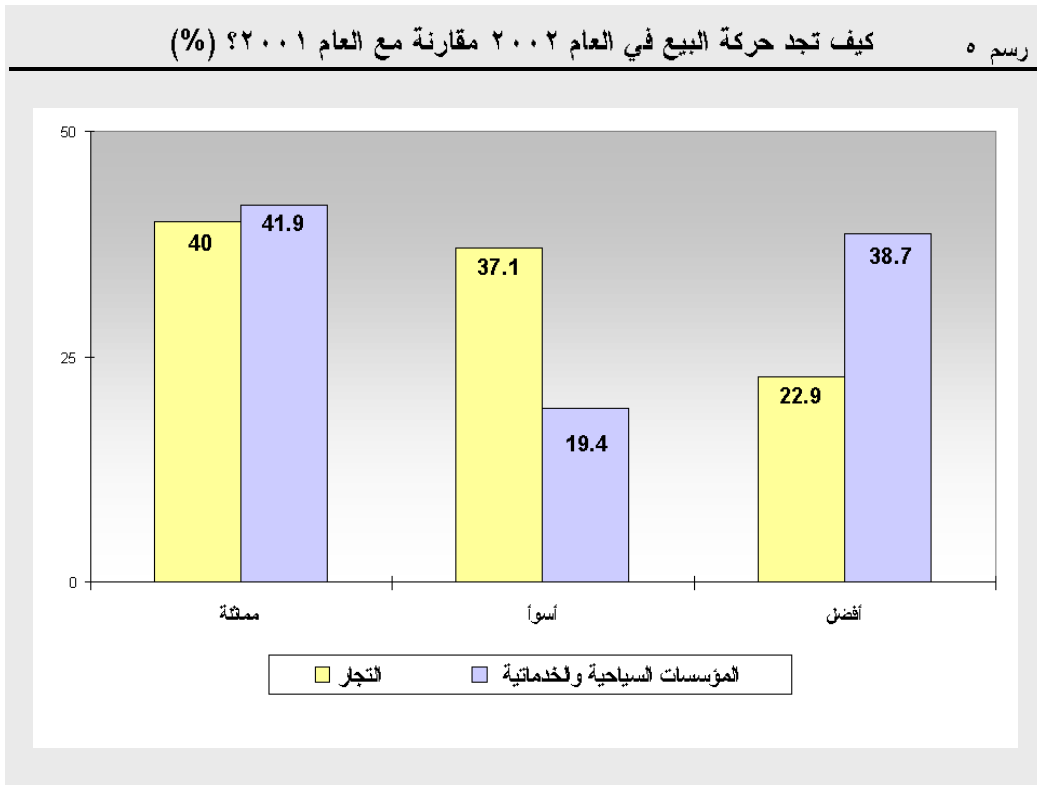
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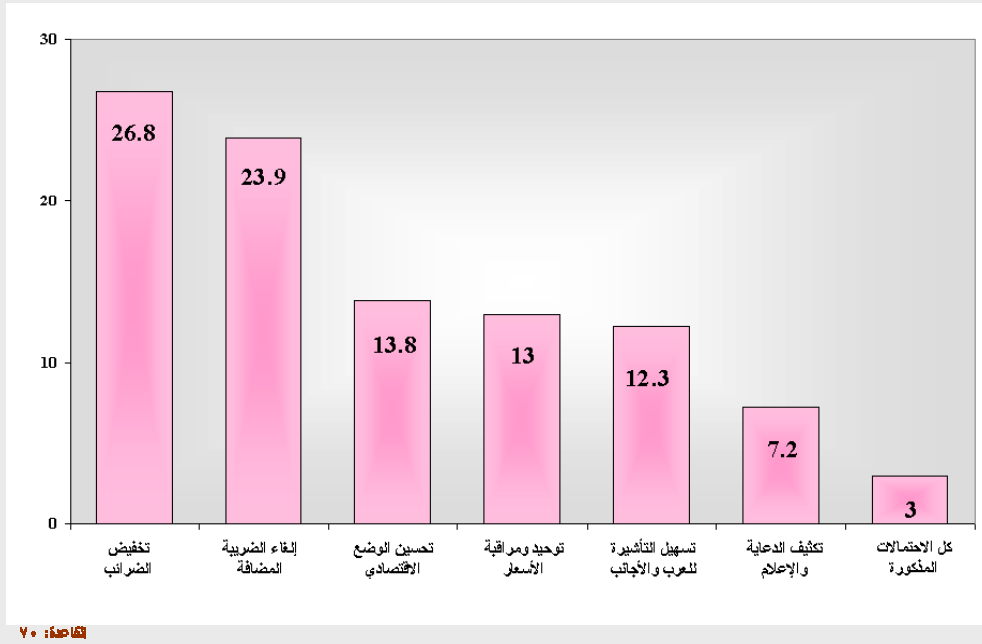
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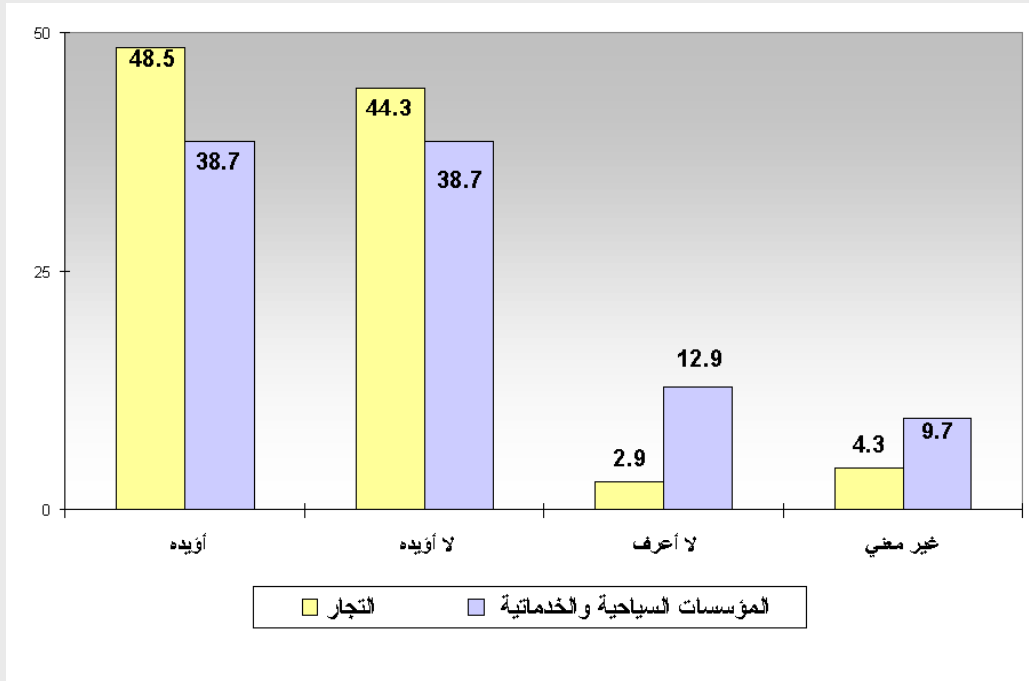
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