



INFORMATION
international SAL

RESEARCH CONSULTANTS

February 1999 Month of Sales - Lebanon

This study was designed to survey opinions of the retail, touristic and services sector, and the public about postponing the shopping festival from February to May 1999. Moreover, comparisons of the sales cycles for this month with those of the years 1998 and 1997 were conducted in order to determine the importance of the timing of the shopping festival. This study entailed also the development valuable recommendations.

19 Pages

1998 1997

"Information International" "
1999
1998 1997
" "

(1998-1997)

"Information International" "

1997

1998

.%50 20

(%84.8)

(%1.4)

(%1.9)

.%11.9

.(-1)

(%41.0)

.(%26.1)

(%32.9)

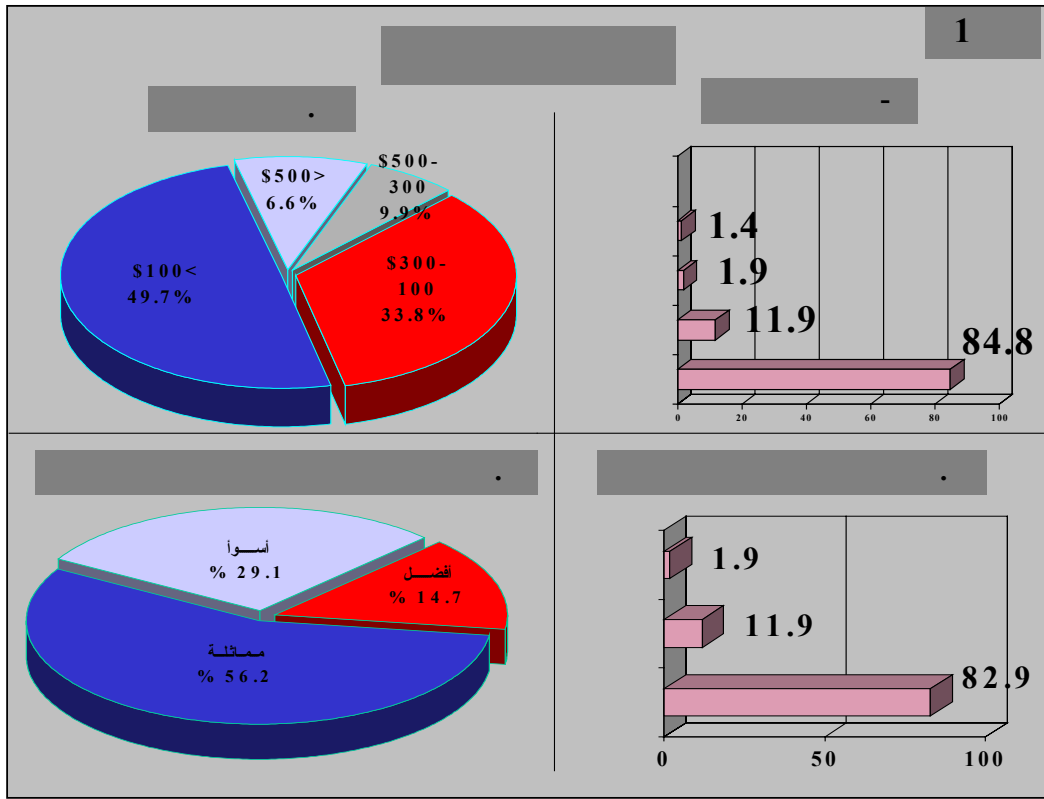
%71.9

%28.1

1998 1997

		%49.7	:	
(%33.8)	300-100			100
		.(%9,9)	500-300	
.(-)		%6,6		500
(%5.9)		(%33.4)	(%49.3)	
.	%3.4		(%4.6)	
53.8				
				%
		%30.5		
			.(-1)	%15.7
	%75			
	%50	%63.6		
		"		
			%60.8	(%17)
	.(%52.2)			
			(%56.2)	
%14.7			%29.1	
.(-1)				

1998 1997



%81

(%89.5)

.(%4)

(%6.5)

%19

(%47.1)

%20

.(%52.9)

%9.5

%31.4

%25

1998 1997

	"		
		%73.7	%27
%26.3	()
		%26.2	
(%78.2)			
.(%21.8)	
	(%46.8)		
		.(-2)	
		%86.2	
%93.8		%74.3	
(%66.7)	(%86.7)		
			.(%60)
		.%53.3	
%30			
26.7			
	%13 6		%
%60	%70	%80	

1998 1997

76.6) .(%56.7) (%63.3)

(%90) (%)

% 39.7

-2) %47.6 %12.7

.(

%88

%50

(%12)

) " (%20,7)

(%72,4

.(%6,9)

%78.6 :

%85.7

()

%95

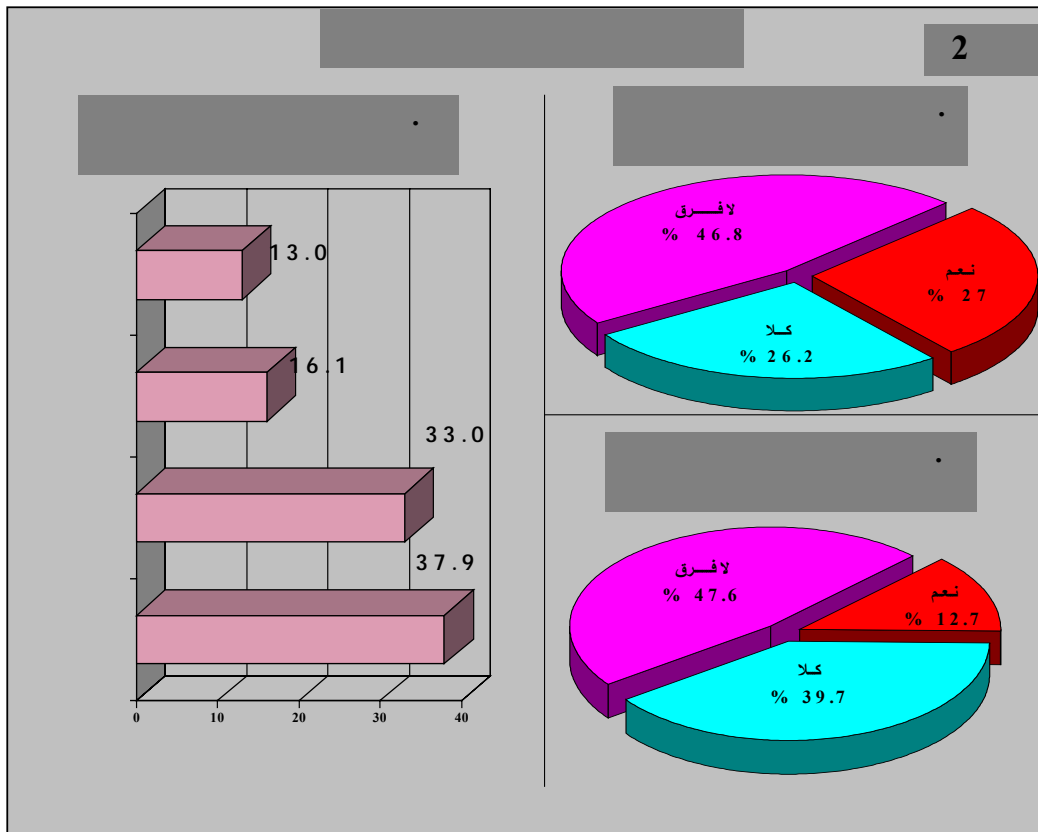
1998 1997

(%72)
.(%83,3)
%95.2
%37.9 .(%16.1)

.(%33)

%13

.(-2)



1998 1997



() "

%50

%73,3 .

%73 .

. -

(%78.6 %85.7 %92.9)

. %55.6 %58.3

%85.7 .

%44.4

. %50

%50

%100 .

%58.3 %69.2 %85.7

. %42.9

.

%50

%57

%66.7 "

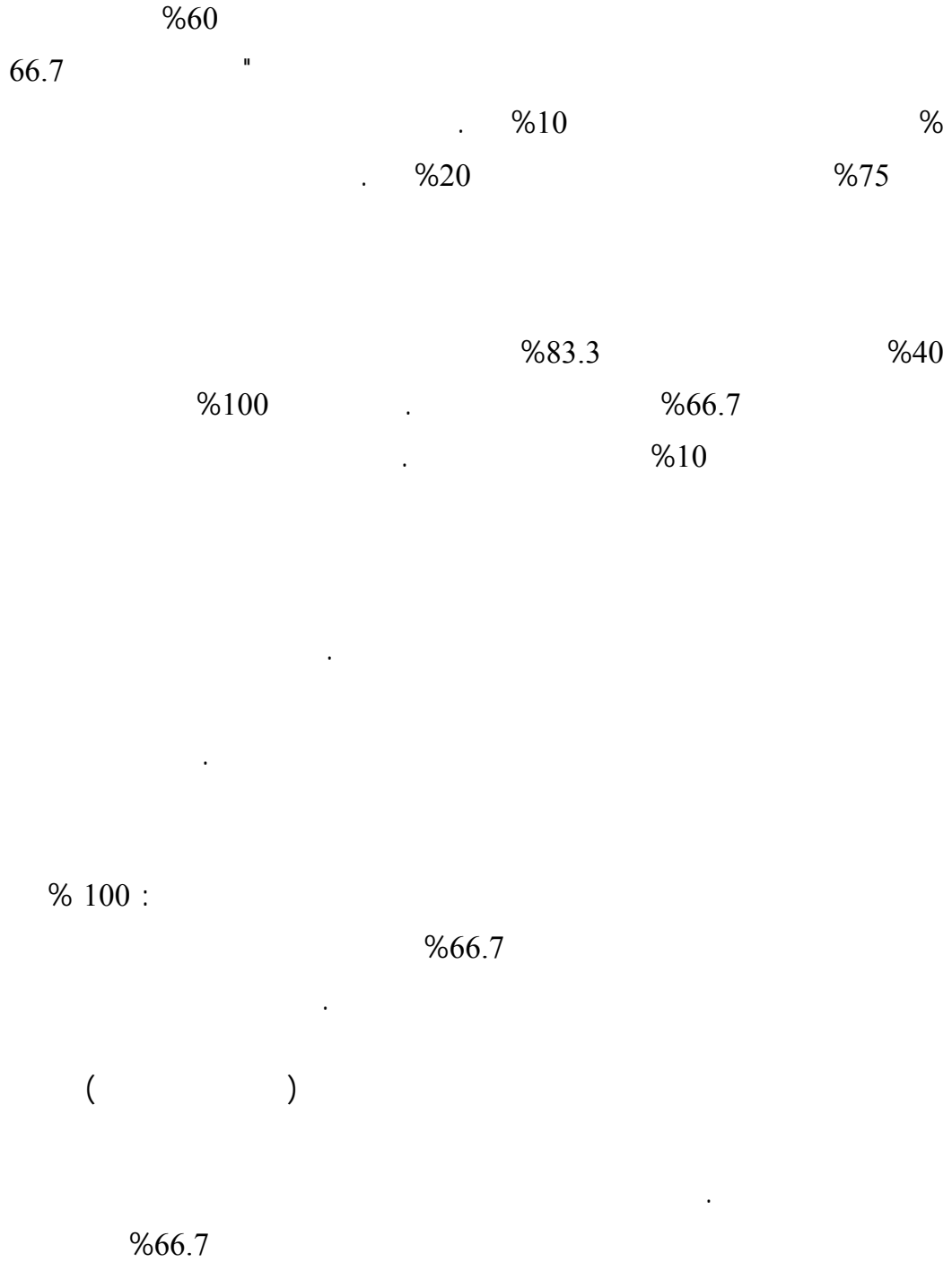
. %100 %64.3

1998 1997

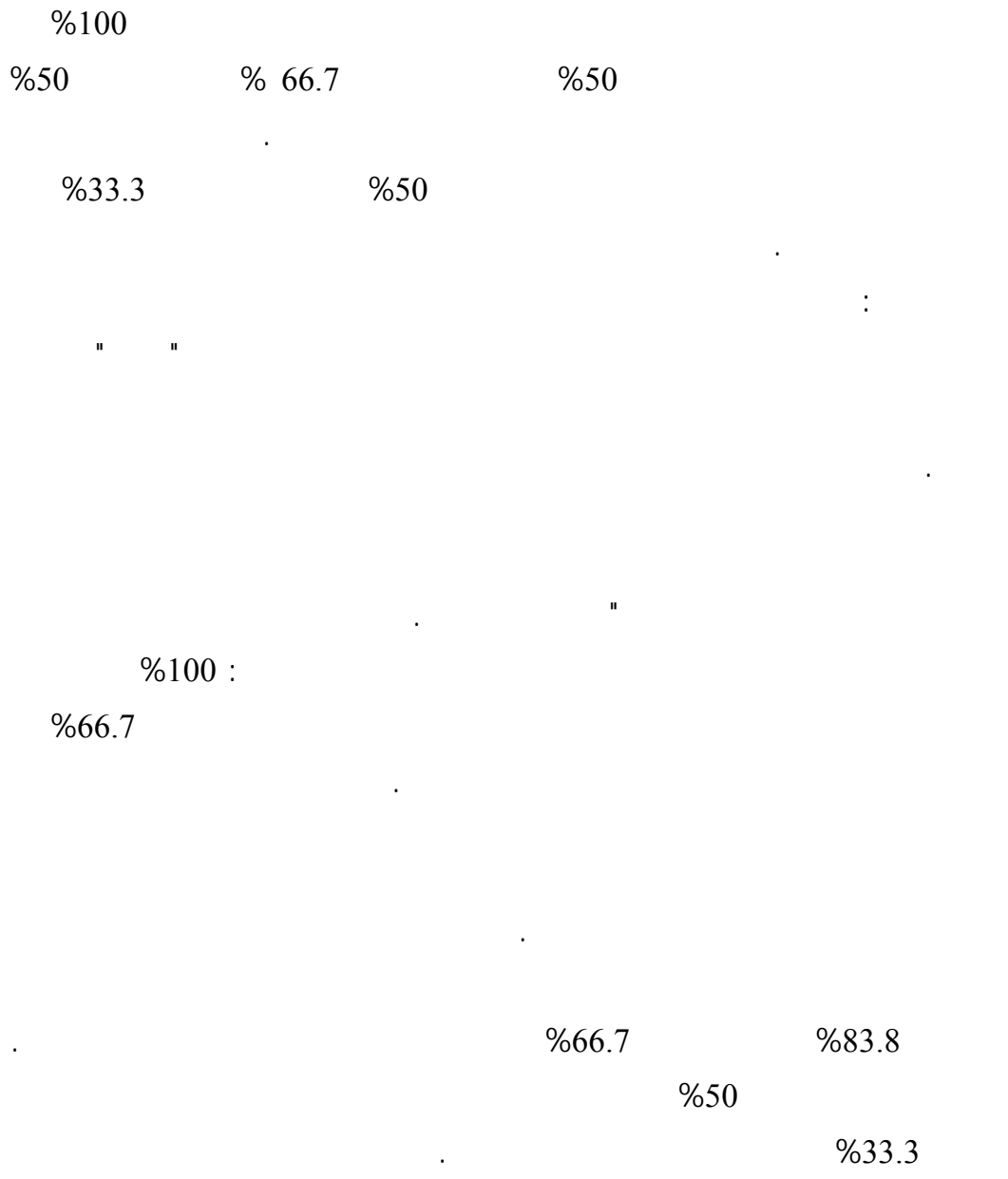
%92.9		%71.4 :
	%58.3	%64.3
		%55.6
)	(%85.7)	
	.(%60)	(%72.7)
		(%77.8)
		%95.2
	%50	
%70		
	%33.3	%62.5
		%27.3
		%44.4

		"
	%33.3	
	(%16.7)	

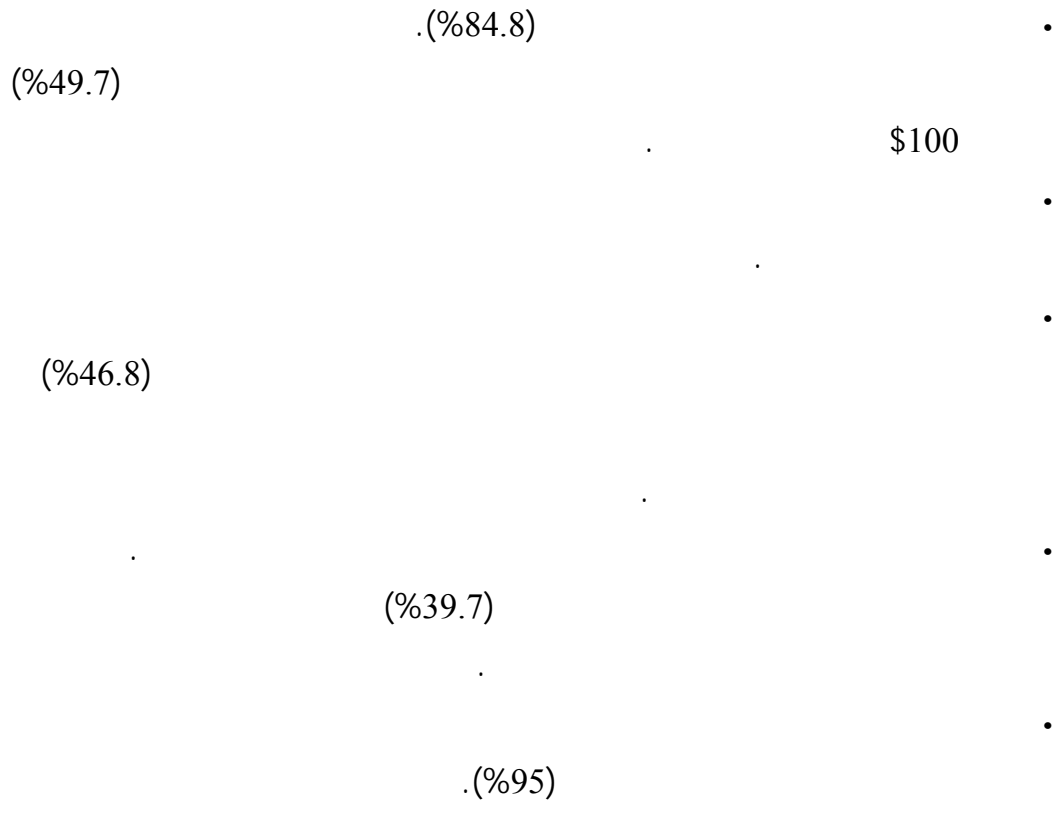
1998 1997



1998 1997



1998 1997



1999

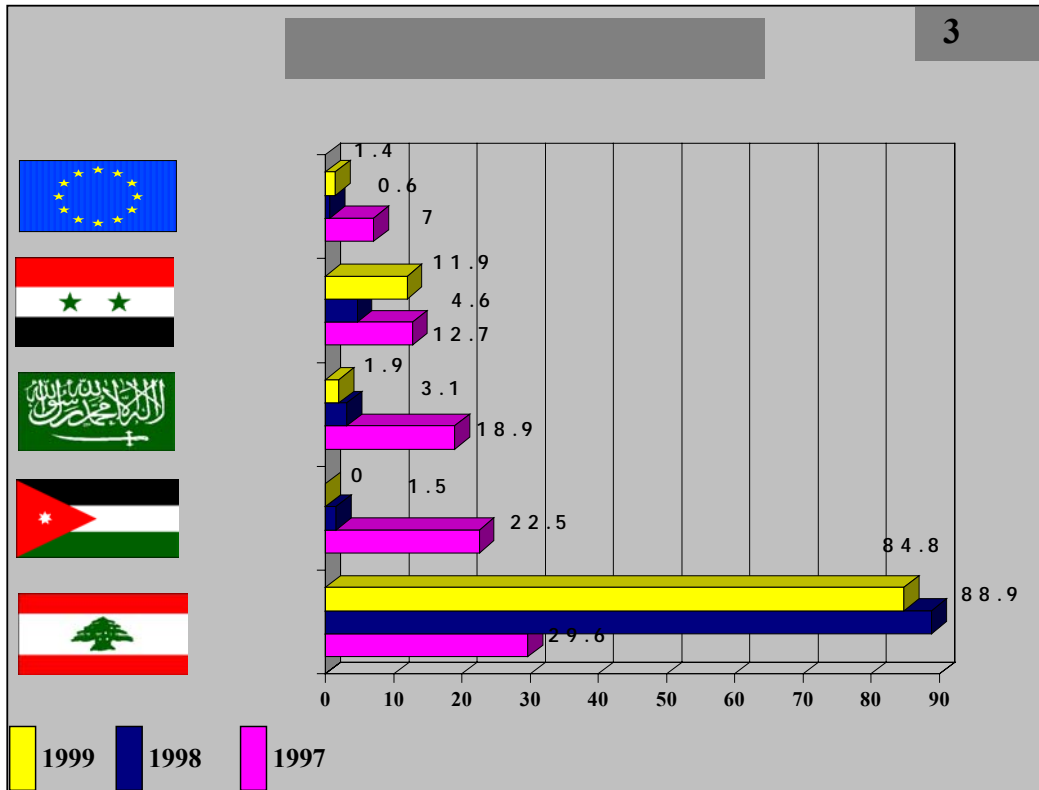
1998 1997

:

1998 1997

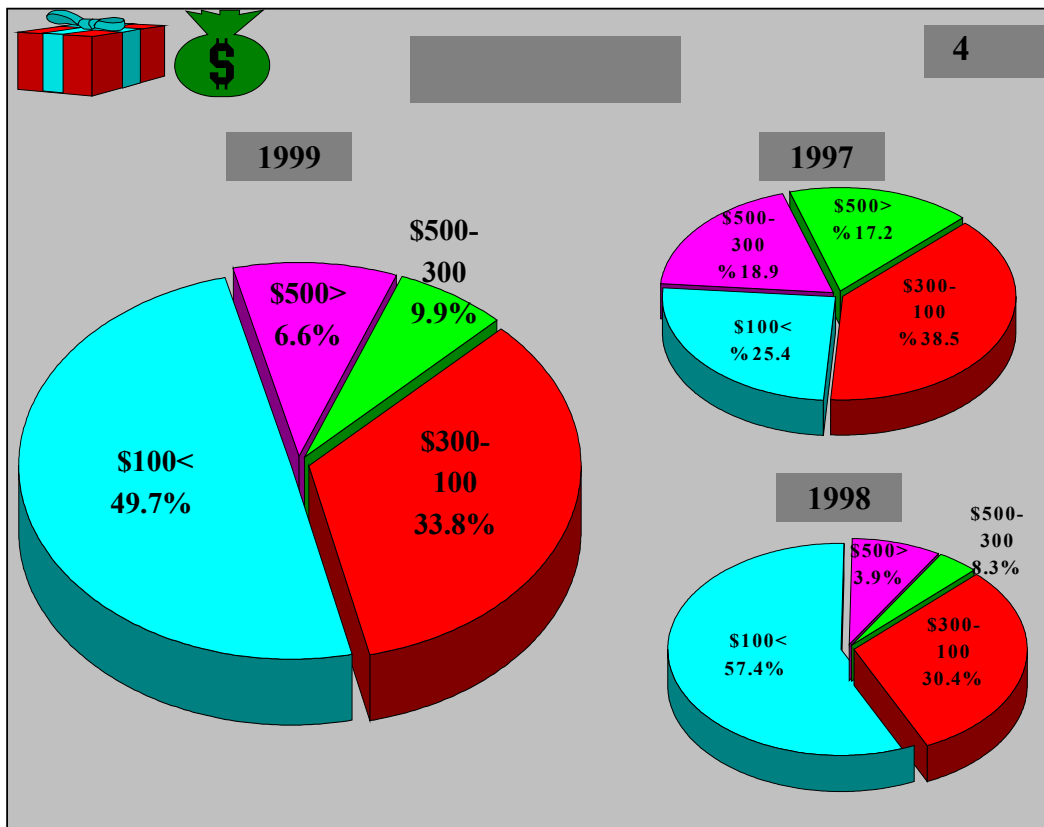
(%84.8) 1999

.(3) 1997 %29.6 1998 %88.9



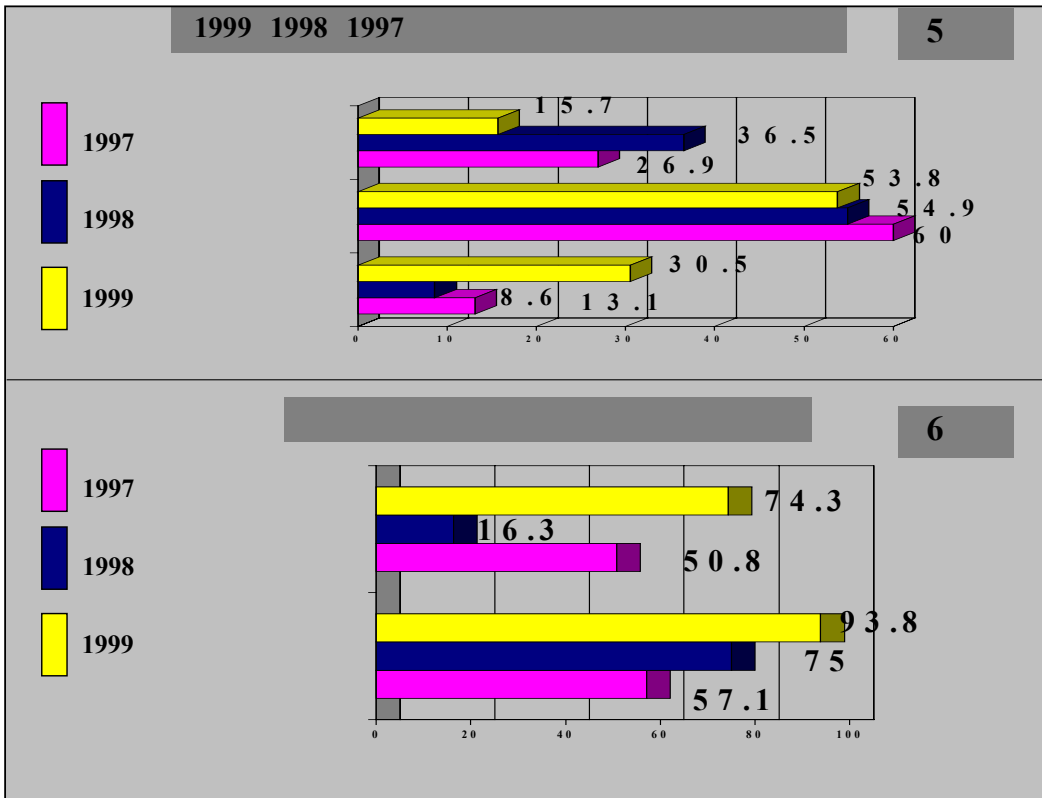
1998 1997

1997
%17.2
.1999 %6,6 1998 %3.9 500
%57.4 1998 (100)
. (4) 1997 %25.4 1999 %49.7



1998 1997

1999 %30.5
 1998 %8.6 1997 %13.1
 1998
 (5) 1999 %15.7 1997 %26.9 %36.5
 (%74.3) 1999
 (%50.8) 1997 (%16.3) 1998
 1999 %93.8
 (6) 1997 1998 %57.1 %75

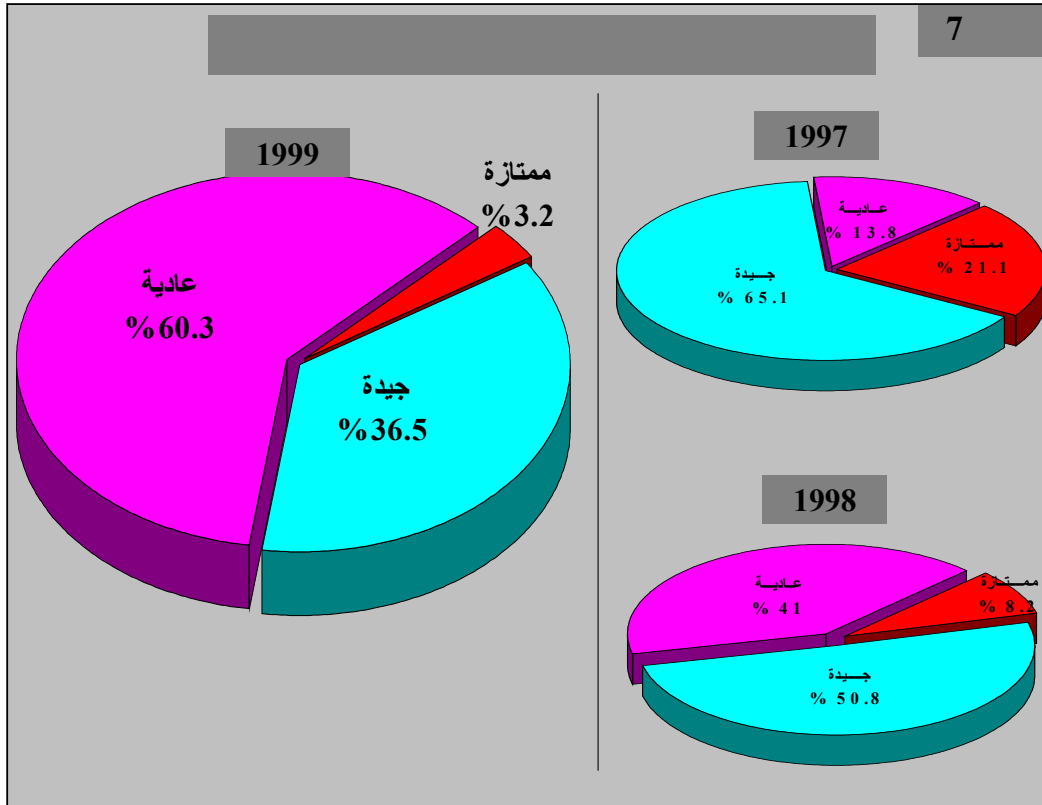


1998 1997

%60.3

%50.8

.(7) 1997 %65.1



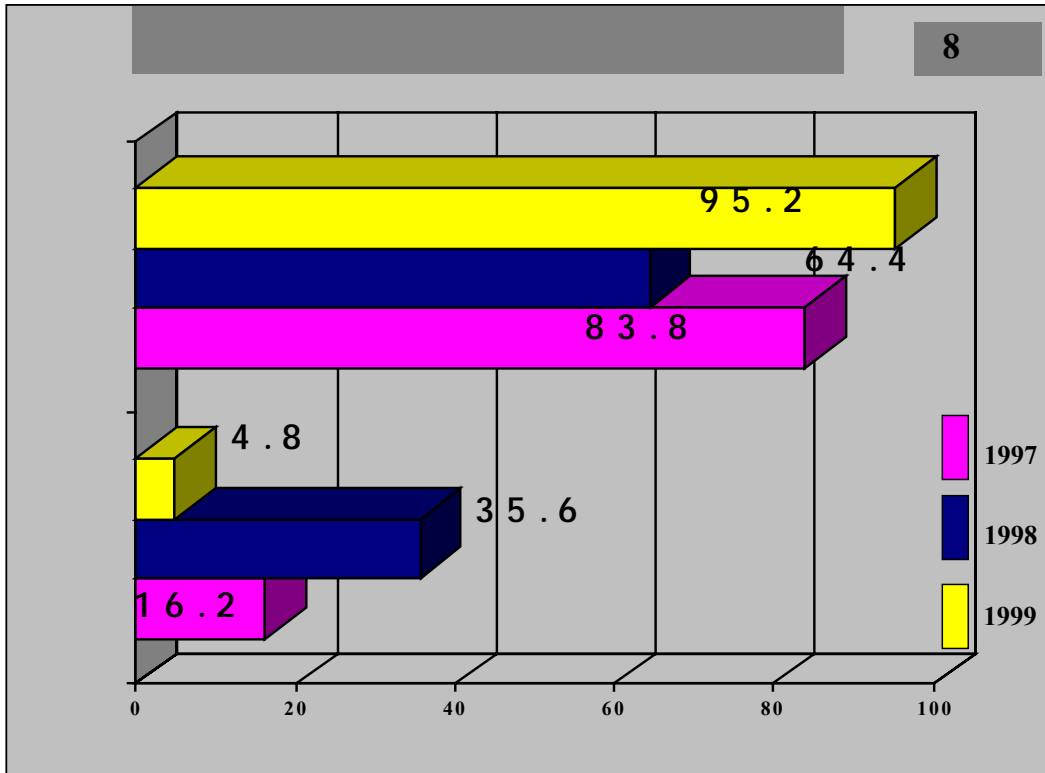
1998 1997

%83.8

%64.4

(%95.2)

.(8) 1997



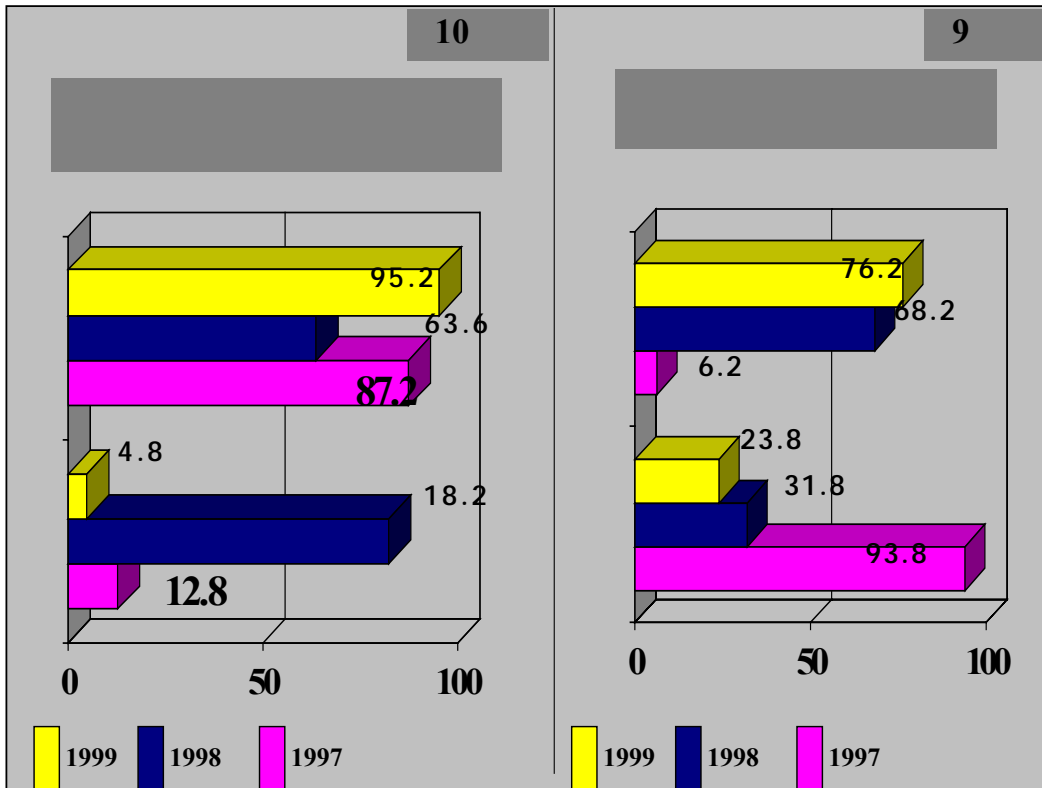
1998 1997

()

1997 %23.8 1998 %31.8 %93.8

.(9)

1998 %4.8 1997 %12.8 %18.2
 .(10)



1998 1997



" "

1999 1998

(1998)

)

(

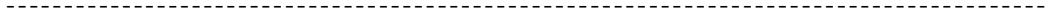
!

1998 1997



30

1998 1997



63 •

) •
21 •

(

.%4 •