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Geographical analysis on the development of chain tea shops in Mandalay City

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Abstract

Since practicing of market oriented economy after 1988, private entrepreneurs have been participating in some formerly state controlled economic activities of Myanmar. Existing small scale economic activities have been also transforming into the form that is more competitive in market economy. Among them, some kinds of spatial and functional transformation patterns of tea shop are witnessing in Mandalay City. Thus, this paper studies chain tea shops with followings research questions. (1) How do chain tea shops emerge in spatial context of Mandalay City? (2) How do locational and business strategies of chain tea shop differ in urban spatial context? (3) What are the major forces that cause the development of chain tea shops in Mandalay City? To answer above questions, chain tea shops were verified based on Mandalay City Directory 2009 and field surveys. Then, both spatial (location) and attribute (function) data of chain tea shops were collected by field surveys and structured interviews conducted to owners of chain tea shops in 2009. Then, their spatial transformation pattern was analysed by using ArcMap 9.2·software. The results revealed that chain tea shops were emerged in Mandalay City (1) as a practice of spatial expansion based on the market strategy of parent tea shop, (2) as a systematic development of family business system, and (3) vertical integration of tea shop related businesses under market oriented economy.

Key words: ground water, water table, Aquifer, water quality

Introduction

Since practicing of market oriented economy after 1988, private entrepreneurs have been participating in some formerly state controlled economic activities of Myanmar. Existing small scale economic activities have been also transforming into the form that is more competitive in market economy. Economic policy measures take effects in many sectors of the economy. In urban context, changes of gold and jewellery business were reported in both spatial and cultural terms from the case study of downtown Yangon (Aung Kyaw et al., 2006). Similar changes are also witnessing in all major cities and in all economic sectors. Cho Cho San (2009) and Cho Mar Sein (2009), for example, reported spatial development and spatial shift of

chain tea shop, vertical integration, spatial expansion, Mandalay City

retail fruit shops and retail purified drinking water shops from the case study of Mandalay City. In addition to above economic activities, some kinds of spatial and functional transformation patterns of tea shop are recently witnessing in Mandalay City. Thus, this paper tried to analyze the development of chain tea shops in the spatial context of Mandalay City from a geographical point of view with the following research questions.

Research Questions

Following research questions tried to answer in this paper.

- (1) How do chain tea shops emerge in spatial context of Mandalay City?
- (2) How do locational and business strategies of chain tea shop differ in urban spatial context?
- (3) What are the major forces that cause the development of chain tea shops in Mandalay City?

Data and Methods

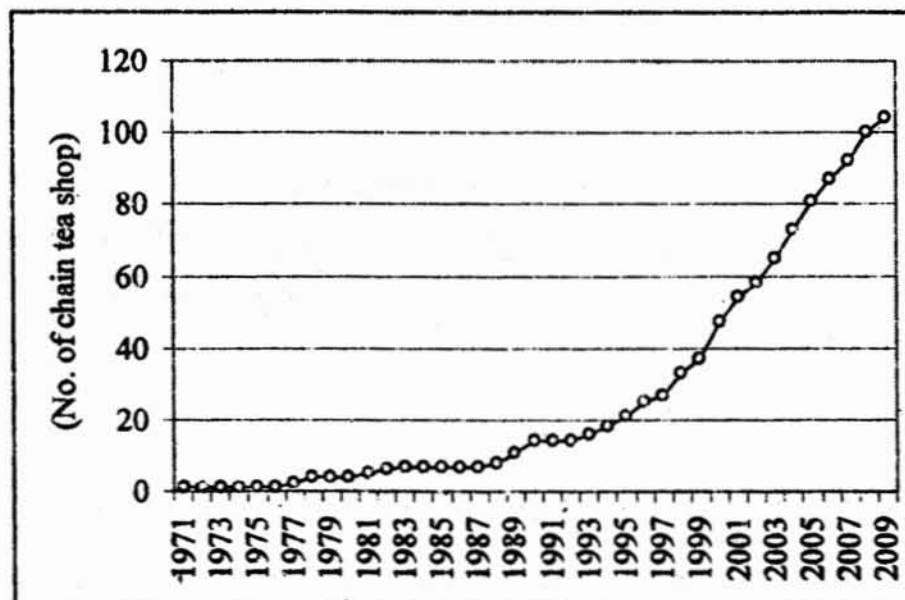
To be able to answer the first research question, chain tea shops were recorded from the Directory of Mandalay City (2009) and information were collected from other personal sources. Tea shop that opened at least in two different locations with same name and having actual relationship among the tea shops of same name is considered as chain tea shop. In 2009 (June), 30 chain tea shops were recorded in Mandalay City. Each chain has 2 to 10 tea shops with the same name. Thus, the above 30 chain tea shops were distributed as 104 tea shops in Mandalay City area. To get the overview of the development pattern and process of chain tea shop, open interviews were conducted to the owners of 7 chain tea shops in January. Then, quantitative data of 104 tea shops included in the 30 chain tea shops were collected by structured interviews conducted to all tea shops during January and June 2009.

Development of Chain Tea Shops in Mandalay City

According to Concise Oxford English Dictionary (11th Edition), two or more retail stores dealing in the same general kind of merchandise and operated by the same firm means "chain store". Their outlets (shops) has multiunit and is generally operated by an employee-manager rather than an individual owner. Accordingly, different from independent retailers, the

manager of a chain store does not make policy decisions. Important decision is responsible to the individual or company that owns the store. Convenience stores, supermarkets, department stores, and household stores are among the most important chain store. It also found in dealing of food, drugs, and shoes. Chain stores are generally concentrated in large urban area to take the advantage of mass markets. Increasingly, chain stores are becoming parts of the holdings of firms that conduct business internationally. Chain stores, however, differ from franchise operations which involve individual ownership of many units carrying a single trade name (Encarta, 2006).

Some tea shops are doing business in the same manner as mentioned in the case of chain store in Mandalay City. According to structured interview results, the earliest chain tea shop was started with the opening of second Letywaysin tea shop on 80th Street, between 8th and 9th Streets, in Aungmyaethasan Township in 1978. Its first tea shop was established in 1977 on the 12th Street between 80th and 81st Streets in the same township. Although first Sein Myint Moh tea shop was opened in 1971, its second tea shop was opened in 1995 and become a chain tea shop of Mandalay in that year. Sequential developments of tea shops including in the chain are shown in figure (1). The number of tea shops running in chain was less than 10 until 1988 in Mandalay City. After 1988, the number of tea shop gradually increased and 104 tea shops are doing business in term of chain tea shop in study area in 2009.



Source: Structured interview, 2009.

Figure (1) Development of chain tea shop in Mandalay City

