

Boots and the UK High St

Apostrophe – a punctuation mark used to indicate possession or a contraction, and in brand names, often used to show that a business belongs to or was founded by a named individual.

Brand identity – the combination of visual, verbal and stylistic elements that make a company instantly recognisable to consumers.

Collapse – the sudden and complete failure of a business, often resulting in the closure of all its stores and the loss of jobs.

Cooperative – a business or organisation that is owned and managed jointly by its members, who share the profits and responsibilities.

Department store – a large retail shop divided into sections, each selling a different category of goods such as clothing, furniture or food.

Fascia – the signage or frontage of a shop, typically displaying the brand name and logo above the entrance.

Footfall – the number of people entering a shop or passing through a particular area, used as a measure of retail activity.

Founder – the person who established or set up a company, organisation or institution.

High street – the main commercial street of a town, traditionally home to shops, banks and other businesses serving the local community.

Loyalty card – a card issued by a retailer that rewards customers with points or discounts each time they make a purchase.

Merger – the combining of two or more companies into a single new organisation.

Pharmacy – a shop or department within a shop where medicines and healthcare products are dispensed and sold.

Possessive – a grammatical form indicating that something belongs to someone, typically marked in English by an apostrophe and the letter s.

Prescriptivism – the view that language should follow strict, established rules of grammar and usage, regardless of how it evolves in practice.

Retail park – a large out-of-town shopping area consisting of multiple stores, usually accessible by car, which drew customers away from traditional high streets.