

SALES PROMOTION SUPPORT DEVICE

ABSTRACT

To predict sales in a real store by preliminary implementation of a product sales measure in a virtual store imitating the real store, and promote expansion of product sales in the real store.

Included are a means that implements a first sales measure in a virtual store; a means that calculates a virtual store sales amount after implementation of the first sales measure in the virtual store; a means that determines whether or not the virtual store sales amount after implementation of the first sales measure is larger than a virtual store target value; a means that implements the first sales measure in a real store in a case where it is determined that the virtual store sales amount is larger than the virtual store target value; a means that calculates a real store sales amount after implementation of the first sales measure; a means that determines whether or not the real store sales amount after implementation of the first sales measure is larger than a real store target value; and a means that implements a second sales measure in the virtual store in a case where it is determined that the real store sales amount is smaller than the real store target value.

FIG. 2