G00002

TITLE: SALES SUPPORT SYSTEM AND SALES SUPPORT METHOD

ABSTRACT OF THE DISCLOSURE

To enable each store to realize store displays with sufficient consideration of the intent of the main office, and the geographical environment, store structure, and the like. For example, a flagship store in Shanghai creates a flagship store layout with consideration given to a virtual store layout created by the main office and the Beijing division, as well as the geographical environment of Shanghai, event information, store structure, sales results, inventory situations, and so forth; and sends this layout from the flagship store terminal 41 to the WWW server 11, and stores the layout to the WWW server 11. A regional store in Shanghai connects to the WWW server 11 from the regional store terminal 43, and inspects the flagship store layout created by the Shanghai flagship store. Because the store structure of the flagship store is very different from that of the regional store, the regional store creates its own regional store layout with consideration of the Shanghai flagship store layout, as well as the geographical environment of Shanghai, event information, the store's own structure, sales results, inventory situations, and so forth, and makes a store display.

FIG. 1