



Name

Instructor

Course

Date of submission

On the Businesses in *Mallrats*

Grocery store (Smith 22mins): In the movie, the position of the grocery store that stands outside the mall and on the roadside highlights the fact that such a shop can double as a convenience store. In that sense, the fact that they are within walking distance from households makes it hard to get rid of grocery stores. After all, they would have a steady stream of customers who would aid in keeping the business open.

Optical shop (Smith 29mins): Seen in passing as T.S. and Brodie walk into the mall, one cannot help but notice that the optical shop boasts a considerable number of customers. Since it deals with vision, an optical shop would be hard to get rid of because it focuses on the wellbeing of individuals.

Pharmacy (Smith 29mins): Just as the optical shop, which people visit to rectify a problem that affects them physically, the store avails medications that prove necessary in sustaining health and providing treatment from different ailments. Closing down such a business would be hard.

Toy store (Smith 29mins): A place that sells toys, it could be hard to close down such businesses since they target children, the most determined customers a businessperson can claim.



While children do not have jobs, they have a sway on their parents. That explains why the scene of children and their parents in the store.

Pet Store (Smith 33mins): The depiction of the pet store is somewhat all-encompassing as children, adults, men, and women stand around the different animals on sale. By that logic, it would be hard to get rid of such an establishment, as its clientele base is not specific.

Food Court (Smith 36mins): Undoubtedly, the food vendors form the most successful business venture in the movie. After all, from the main characters to the rest of the customers at the food court, the many people purchasing and eating something from the surrounding stalls highlight the success of cooking and selling a variety of foodstuff to mall goers.

Cookies stand (Smith 37mins): T.S. and Brodie purchase some cookies before the latter explains why the cookies place is not part of the food court, which is in another part of the mall. That is why it would be hard to close down such a business: it is set aside from the general sale of meals and provides quick snacks for mall goers.

Clothes shop/Boutique (Smith 38mins): Women form the primary customers and appear keen to choose and try out the outfits they want before buying the same. The effort that goes into purchasing the ideal clothes doubles as evidence to their importance in the minds of people and not just females. Thus, a business that boasts different clothes sales has the guarantee of customers who would go on to ensure its sustenance.

Beauty salon/Barbershop (Smith 45mins): Interestingly, the salon and barbershop provide services that attract both men and women regardless of their hairstyle choices. The genius part in the combination of the two functions is evident when one realizes that they can cater for customers with short and long hair.



Comic book Store (Smith 45mins): While one would expect children to be the ones after purchasing comic books and seeing Stan Lee, who makes a cameo in the film, the exact opposite happens as adult males queue outside the store and even fight over who gets to go in first. Naturally, such a business would thrive because comic book buyers range across all ages to make the purchases something akin to a personal habit that is impossible to abandon.

Bookstore (Smith 1hr27mins): Aside from the comics, there is a store that sales non-fiction books and appears to have a fair share of customers as well. As long as new publications make their way to the market, bookstores will be hard to close down.



Works Cited

Mallrats. Directed by Kevin Smith, performances by Shannen Doherty, Jeremy London and Jason Lee, Gramercy Pictures, 1995.