

Dynamic Retailing

How important is good retail design?

How to meet the needs of your target market and create a point of difference?

Presentation for PhotoMarketing Association Conference
– November 2007

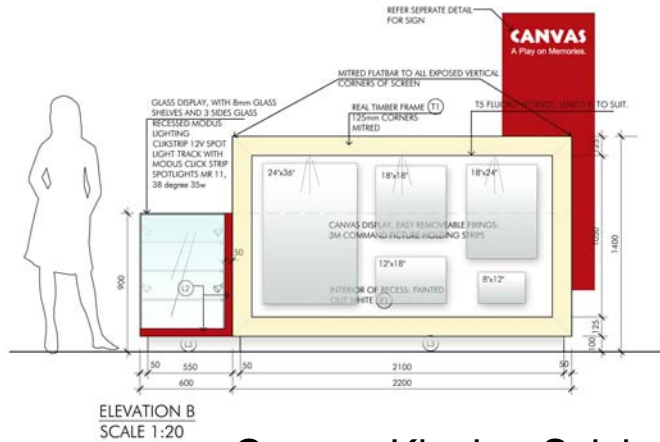
When did you last....

- **Have an objective look at your own store**
View through your customers eyes, what do you see?
Stand back and watch how they interact with your store
- **Take a closer look at what your opposition is doing**
What are they doing well, can you do better?
What other opportunities present themselves?

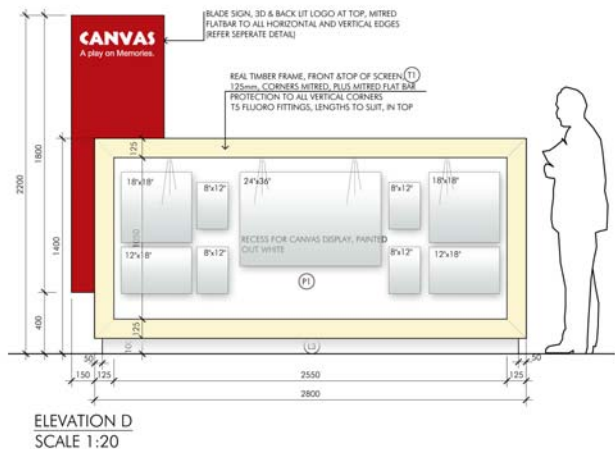
4 Basic Goals

- Capture attention
- Retain customer interest
- Encourage retail sales
- Efficient use of space

Wide Format & Canvas Printing



Canvas Kiosk – Sylvia Park



Growing interest from temporary and permanent retailers



Temporary Kiosks

Shop fronts and signage

- Shop fronts should be eye-catching and dynamic
- Maximize use of frontage, so spacious and inviting
- Good use of colour for visual impact
- Signage should be simple and easy to read
- Avoid using too much signage and confusing messages
- Create well dressed window displays & message zones
- Maintain comfortable and uncluttered entrances



General Appearance

- Tailor your colours and finishes to suit your target market e.g. warmer and softer tones, so more female and family friendly
- Avoid cold, sterile colours and conflicts with merchandise or branding
- Create a relaxed and inviting atmosphere for greater customer retention
- Use accent colours and imagery to stimulate attention
- Appropriate use of interior category signage and menu/ message boards
- Good levels of lighting to general space and merchandise



Merchandising and displays

- Define merchandise groups and keys areas within the store
- Allow for flexibility in fixtures for future changes in merchandising
- Create feature display areas for promotional, seasonal and gift items
- Adequately display ranges of products and services
- Place merchandise to encourage impulse & companion sales
- Create 'hot spots' throughout, refresh and rotate regularly



Layout planning

- Minimize back of house areas to maximize retail floor and wall space
- Create efficient working spaces for staff to increase productivity
- Position staff and counters to improve customer service and supervision
- Position fixtures to create good customer flow and exposure to merchandise
- Avoid clutter and any visual or physical barriers
- Avoid congestion at counters and weak spots with limited exposure



Kodak Express – Newmarket



Before

After



Kodak Express - St Lukes



Before



After



Now

Kodak Express – St Lukes



Before



After

A special invitation to PMA members
for a free one hour consultation
at a time of your choosing
with Mark Greenland of Indesign,
to discuss your own store

Email: mark@indesign.net.nz

Web: www.indesign.net.nz

Phone: 09 849 2140