

Store Design and Layout

“Success from good layout planning,
effective merchandising and
creating the right environment”

Presented by Mark Greenland

www.indesign.net.nz

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 your opposition**
What are they doing well, can you do better?
What other opportunities present themselves?
What is your point of difference?

Know your business...

- Your products and services
What sells, how much, where and why?
- Your target market
Who are your customers?
What do they really want to buy and experience?

“good store design must consider everything”

“The same basic design and retailing principles apply to most retail environments, whatever the size and product for sale” ...

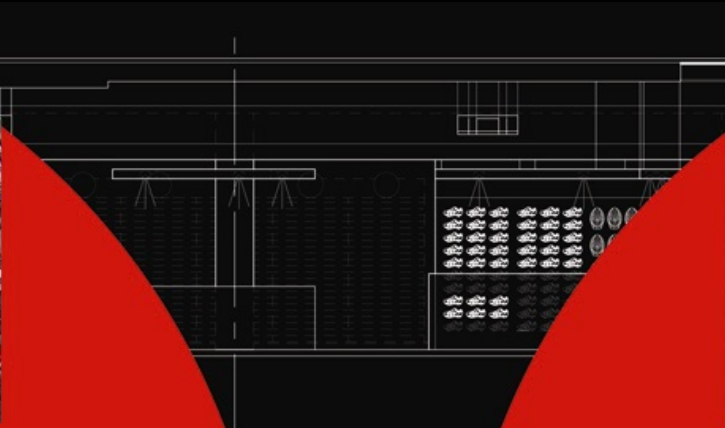
- Good layout planning
- Effective merchandising
- Create the right environment
- Brand reinforcement

Good 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 throughout and exposure to all merchandise
- Avoid clutter and any visual or physical barriers
- Avoid congestion at counters and entrances



Avanti Plus Waipuna – Leisure Division Winner 2008 Retail Design Awards



Life Pharmacy Queensgate – Lower Hutt



Effective Merchandising

- 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 and seasonal items
- Better manage key product categories, their position and space allocation
- Place merchandise to encourage upselling & companion sales
- Create 'hot spots' throughout, to increase impulse sales, refresh and rotate regularly



Nosh Gourmet Food Market

Winner of Metro Awards Best Deli and Best Gourmet Food Market 2006

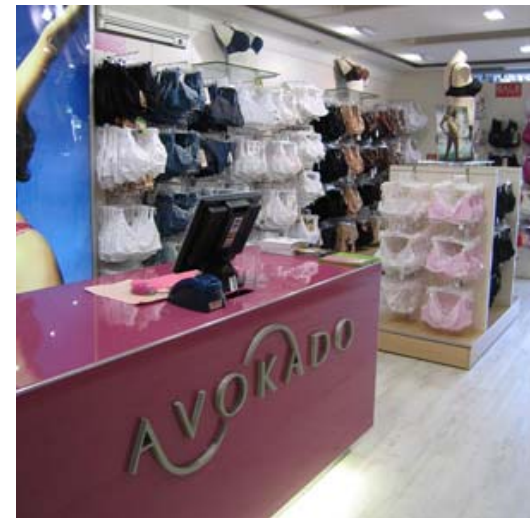


Quins Unichem Pharmacy - Gore



Create the right environment

- Create the right look and atmosphere to suit your product and target market.
- Appropriate use of colour, materials and finishes
- Use accents and imagery to stimulate attention and feature promotional areas
- Fixture design must suit the product and overall environment
- Appropriate type and level of lighting to general space and merchandise
- Create a relaxed and inviting atmosphere for greater customer retention and repeat business
- Evolve to meet the changing demands of the customer



Aaah! Tea – Auckland CBD



Citrus – Hamilton



Espresso Cafe – Albany



Spectrum Photos – St Lukes

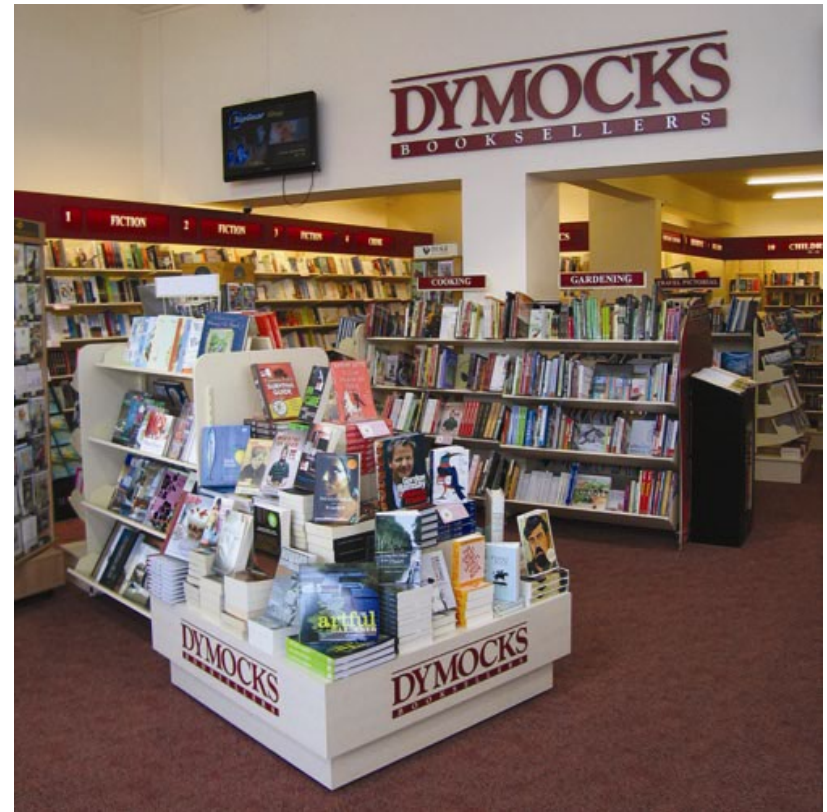


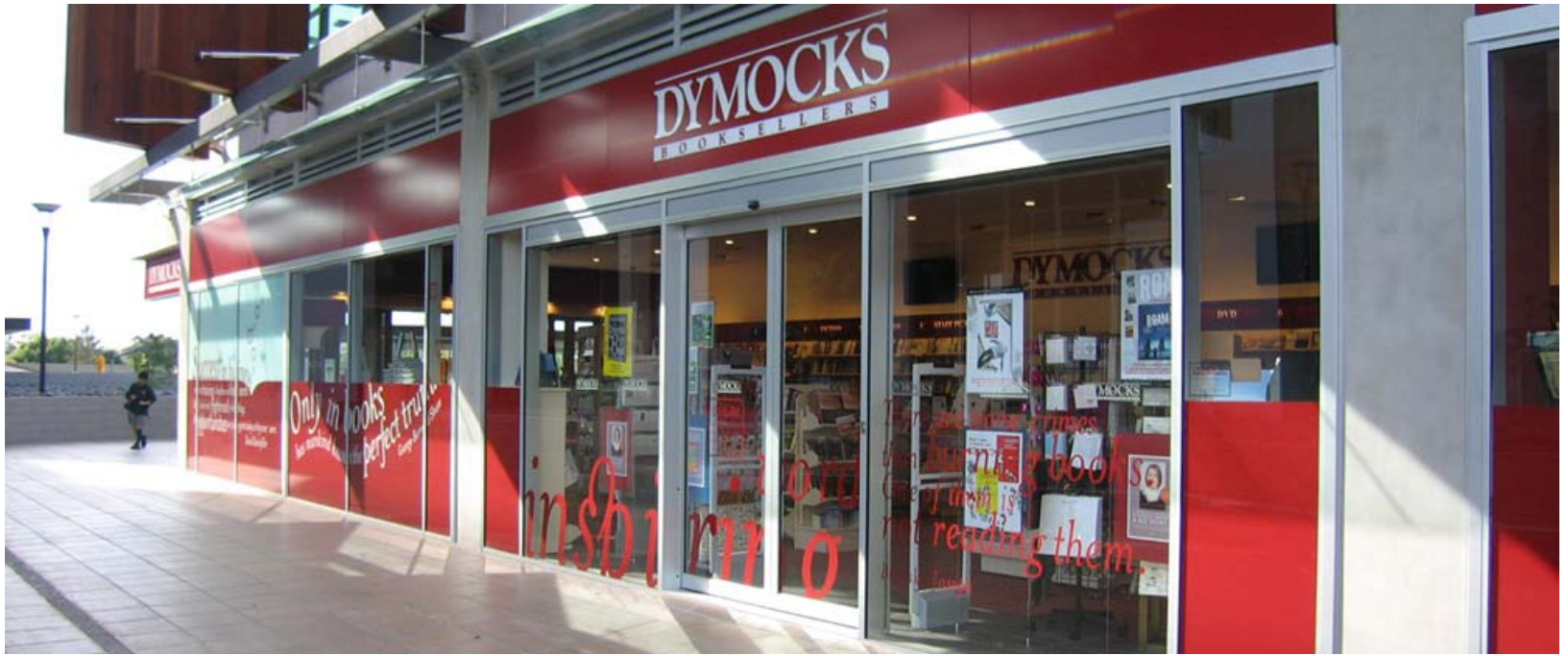
Nadia – Ponsonby



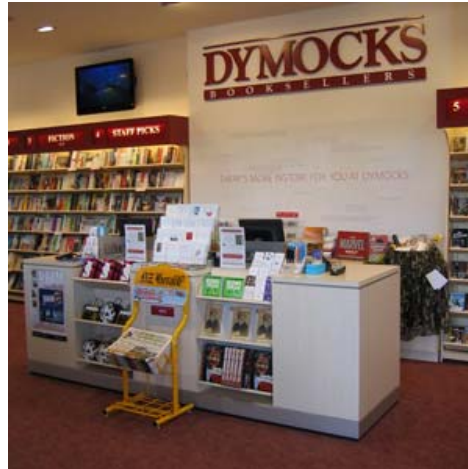
Brand Reinforcement

- Capture attention through strong use of signage and colour
- Maintain uniformity in a group
- Reinforce brand, image, marketing and merchandising strategy inside and out
- Highlight key products and services
- Avoid using too much signage and confusing messages
- Create well dressed window displays
- Support key supplier branding without conflicting with your own





Dymocks Smales Farm



Plastic Box – Sylvia Park



“Any business, especially retailing, needs to regularly review its performance and look for ways to improve, become more efficient, increase sales and reduce waste and overheads to improve their bottom line.

Recession or not, all retailers need to get in good shape to get through the worst and come out stronger in the end.

Our principle role as retail designers is to create the right environment to attract customers and maximize potential retail sales once they are there.”

Mark Greenland, Managing Director of Indesign

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