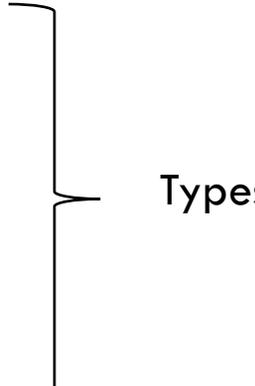# Store Design

Cont.....

Exterior Store Design

- Location
- Parking
- Ease of access
- The building architecture
- Health and safety standards
- Store windows, lighting
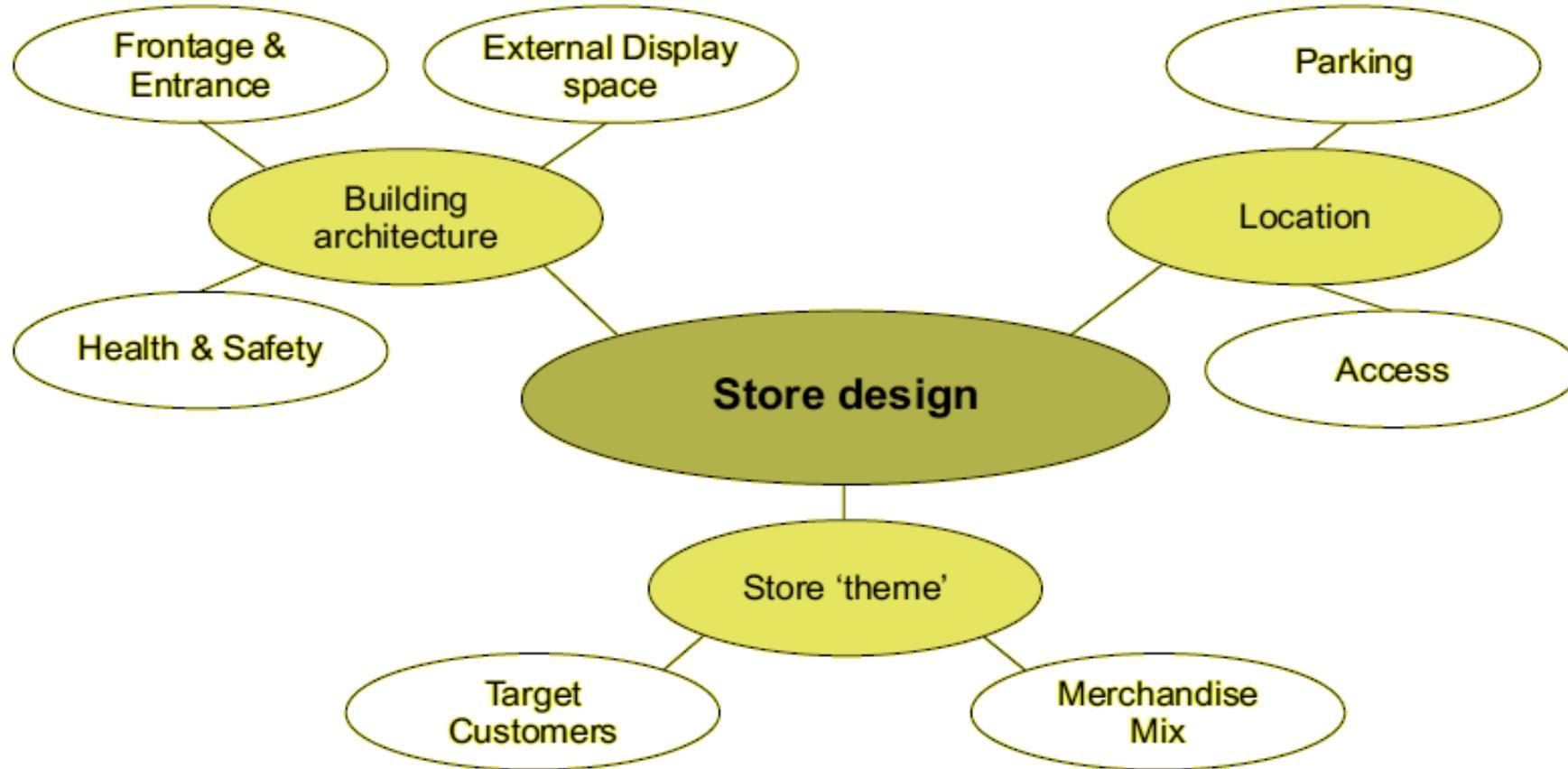- Store Marquee
- Storefront

The Store Marquee

First mark of identification of the retailer

- Helps attracting customer
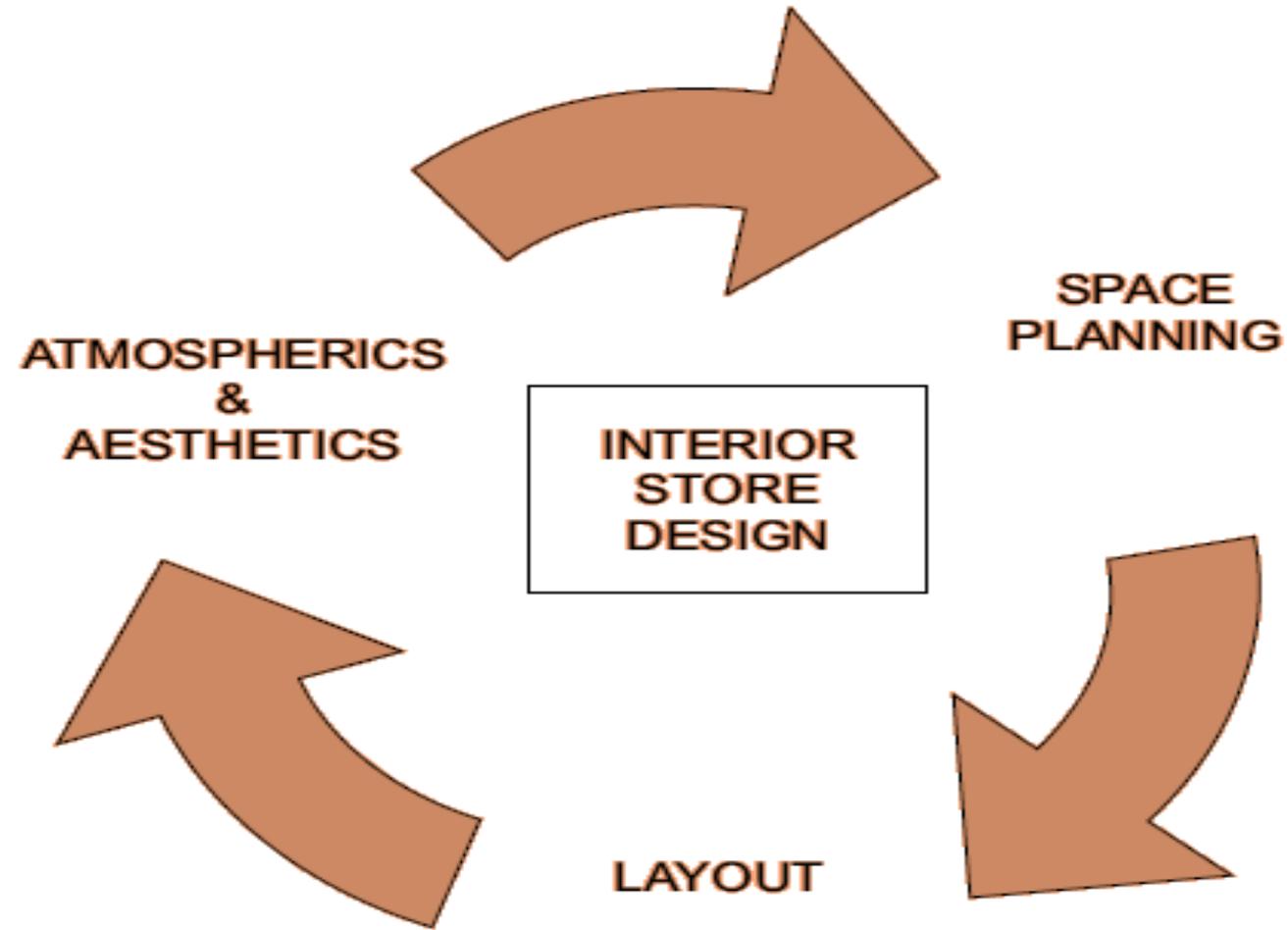- An integral part of building facade

The Storefront

- Straight fronts
- Angled fronts
- Arcade fronts
- Should be well lit
- Safe from customer's point of view

Types

Exterior Store Design

Interior Store Design

Space Planning

Helps determine

❑The location of various departments

❑The creation of planograms

❑The pros/cons of specific locations

❑The relationship of space to profitability

Atmospherics & Aesthetics

- Fixtures
- Flooring & Ceilings
- Lighting
- Graphics & Signages

The Layout

- The Grid Layout
- The Race Track/ Loop Layout
- The Freeform Layout

Thank You