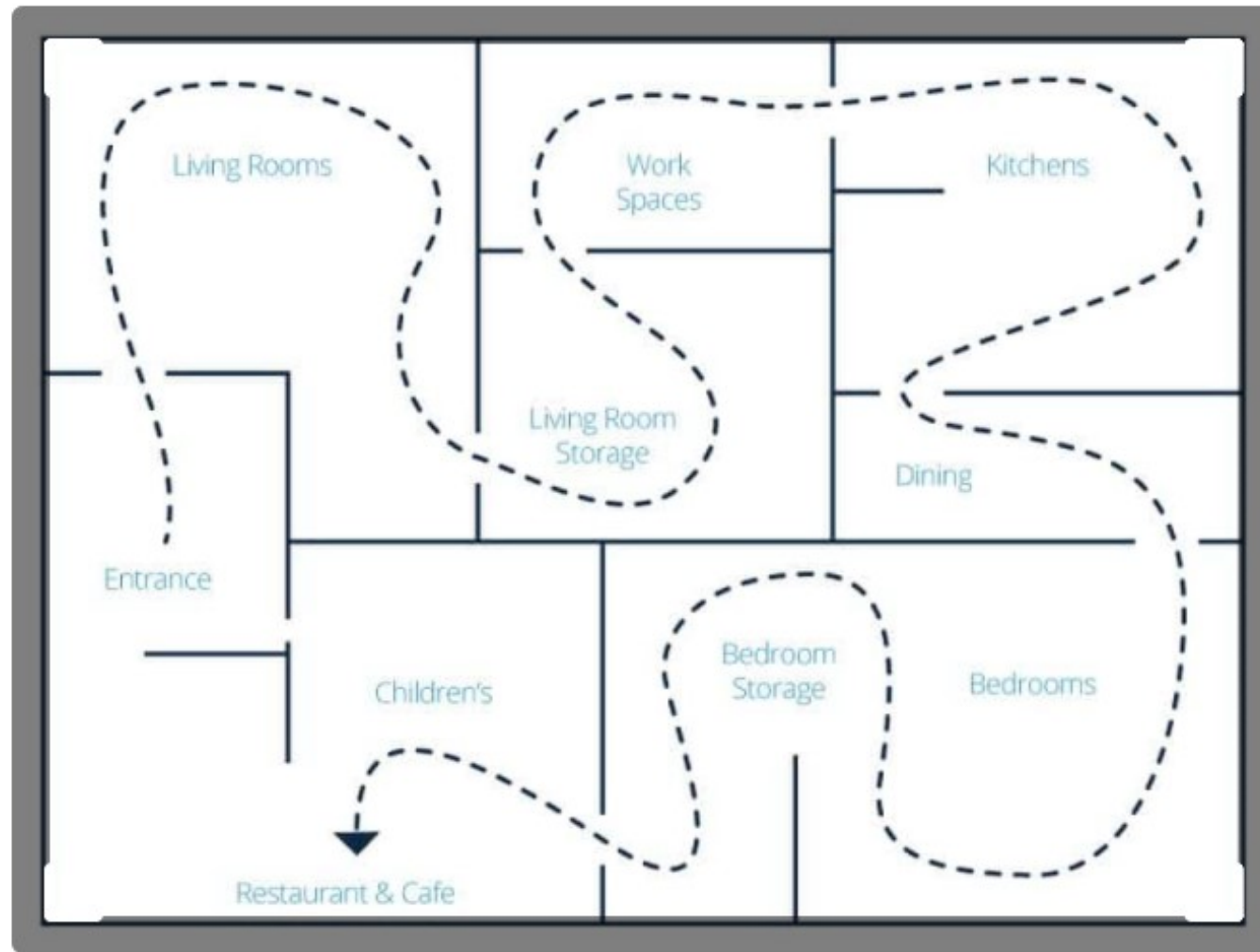




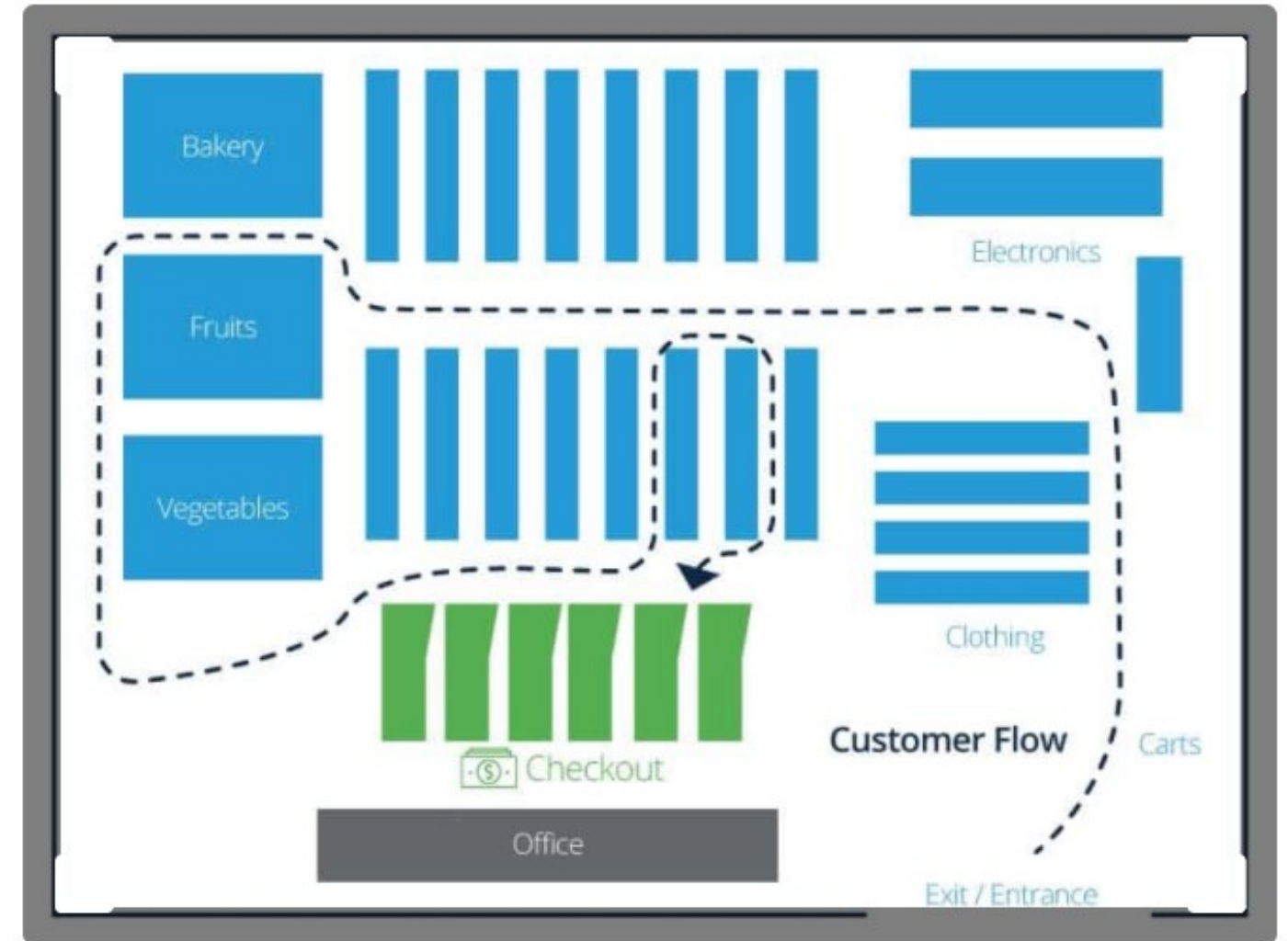
STORE LAYOUT

STORE LAYOUT



Forced-Path Store Layout

- This layout directs the customer on a predetermined route through the retail store.
- As an example, the furniture retailer IKEA that demonstrate the use of the forced-path store design.

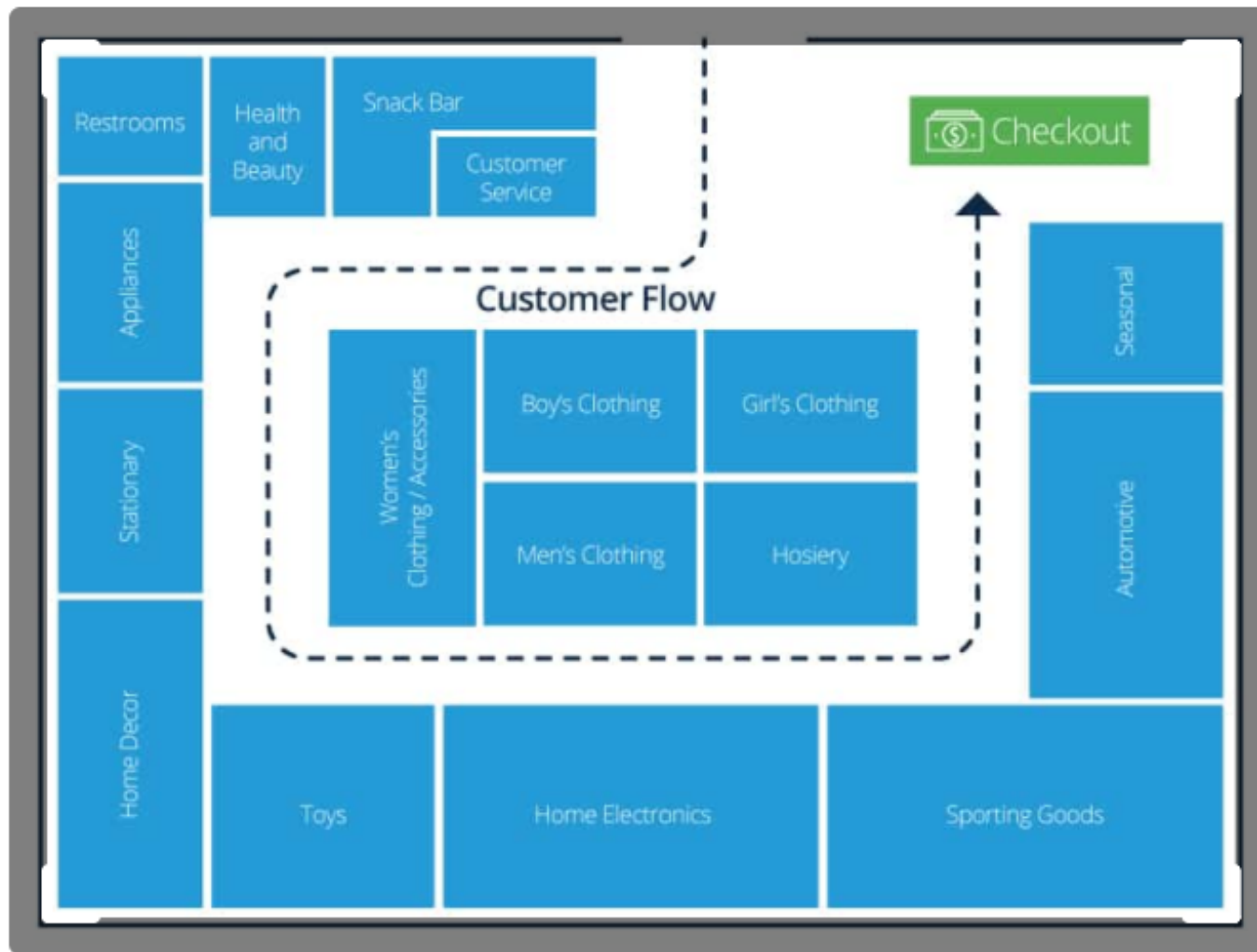


Grid Store Layout

The grid store layout design is a familiar, repetitive pattern favored by retail drug-stores like Walgreens and hardware stores like Ace Hardware. There are multiple advantages to the grid layout, including the following:

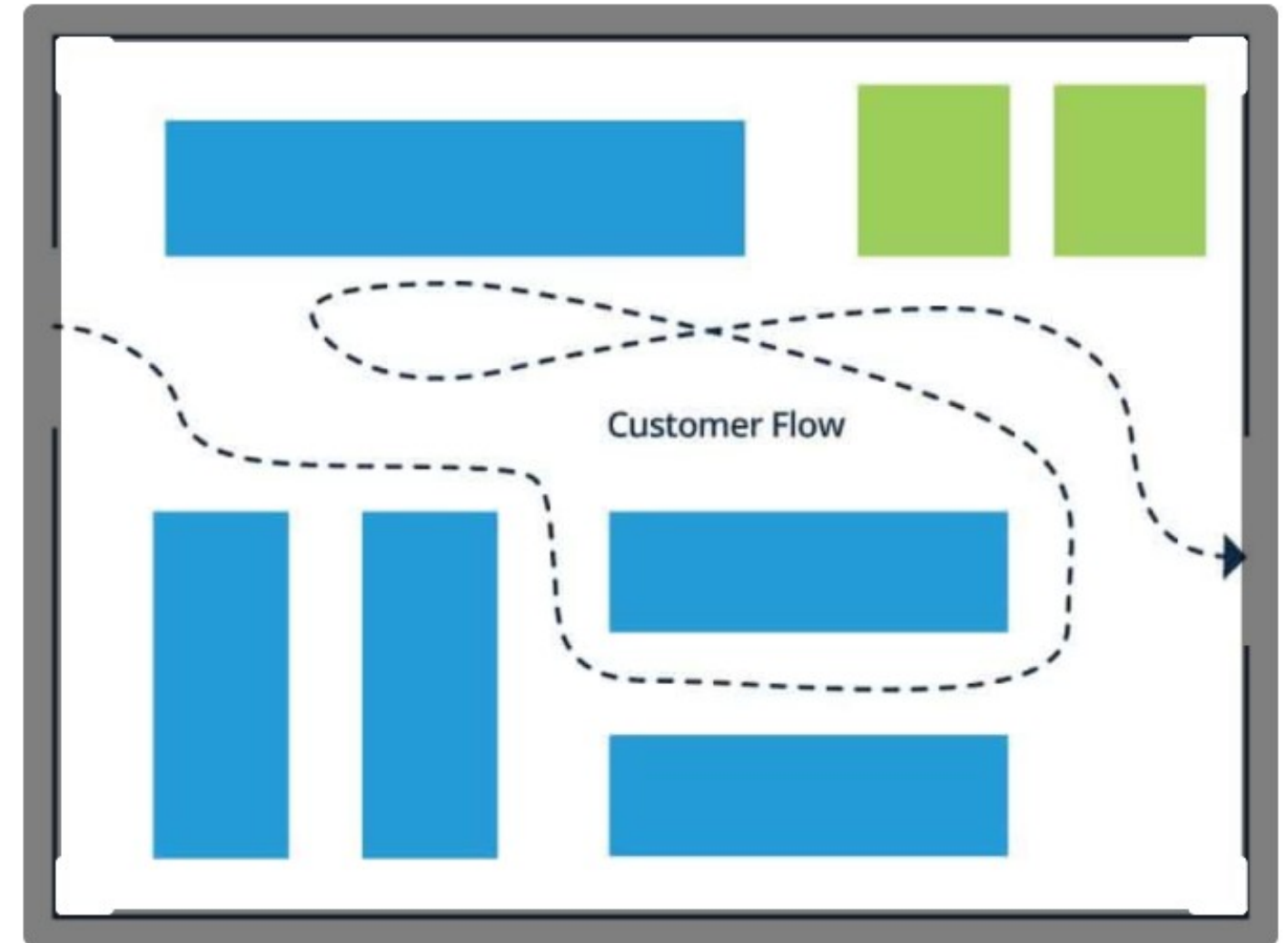
- Customers can move quickly through an efficient floor space using standard fixtures and displays.
- The presentation is uniform and comfortable due to its popularity, creating a seamless customer experience.
- Design simplifies inventory control for the retailer - a key to retail strategy that leverages store design to maximize profitability.

However, the downside of this layout is the lack of aesthetics and the “sterile and uninspiring” environment often associated with its use. To counter this, it is recommended effective signage to guide customers and create a “cognitive map” of the store.



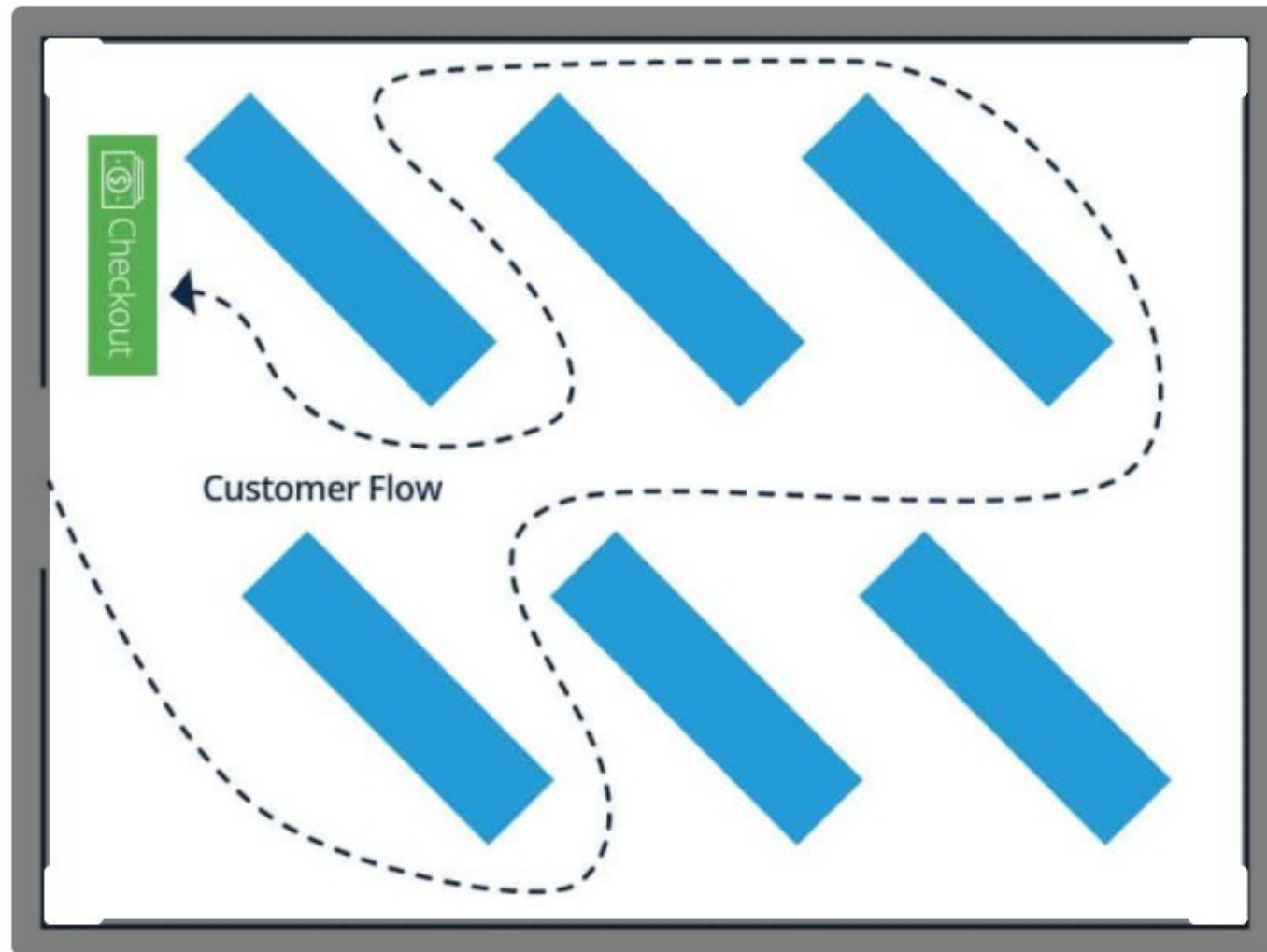
Loop Store Layout

- Also known as the "racetrack" layout, think of the loop design as the "yellow brick road" of retail store layouts.
- A loop store layout uses a path to lead customers from the entrance of the store to the checkout area.
- This layout is recommended for a larger retail space.



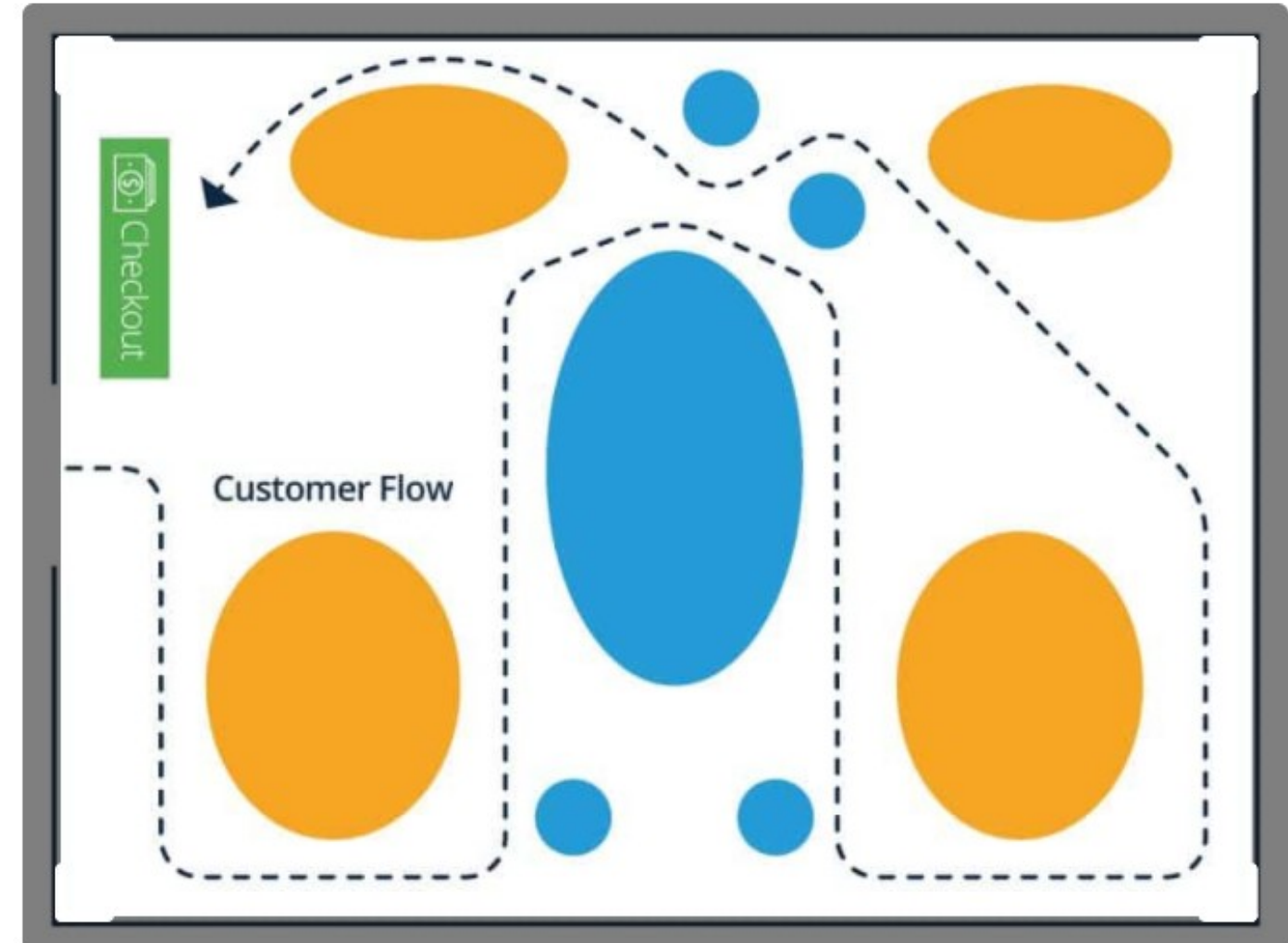
Straight Store Layout

- The straight store layout is efficient, simple to plan, and capable of creating individual spaces for the customer.
- Plus, a basic straight design helps pull customers towards featured merchandise in the back of the store.
- Merchandise displays and signage is used to keep customers moving and interested.
- Liquor stores, convenience stores, and small markets use the straight design efficiently.



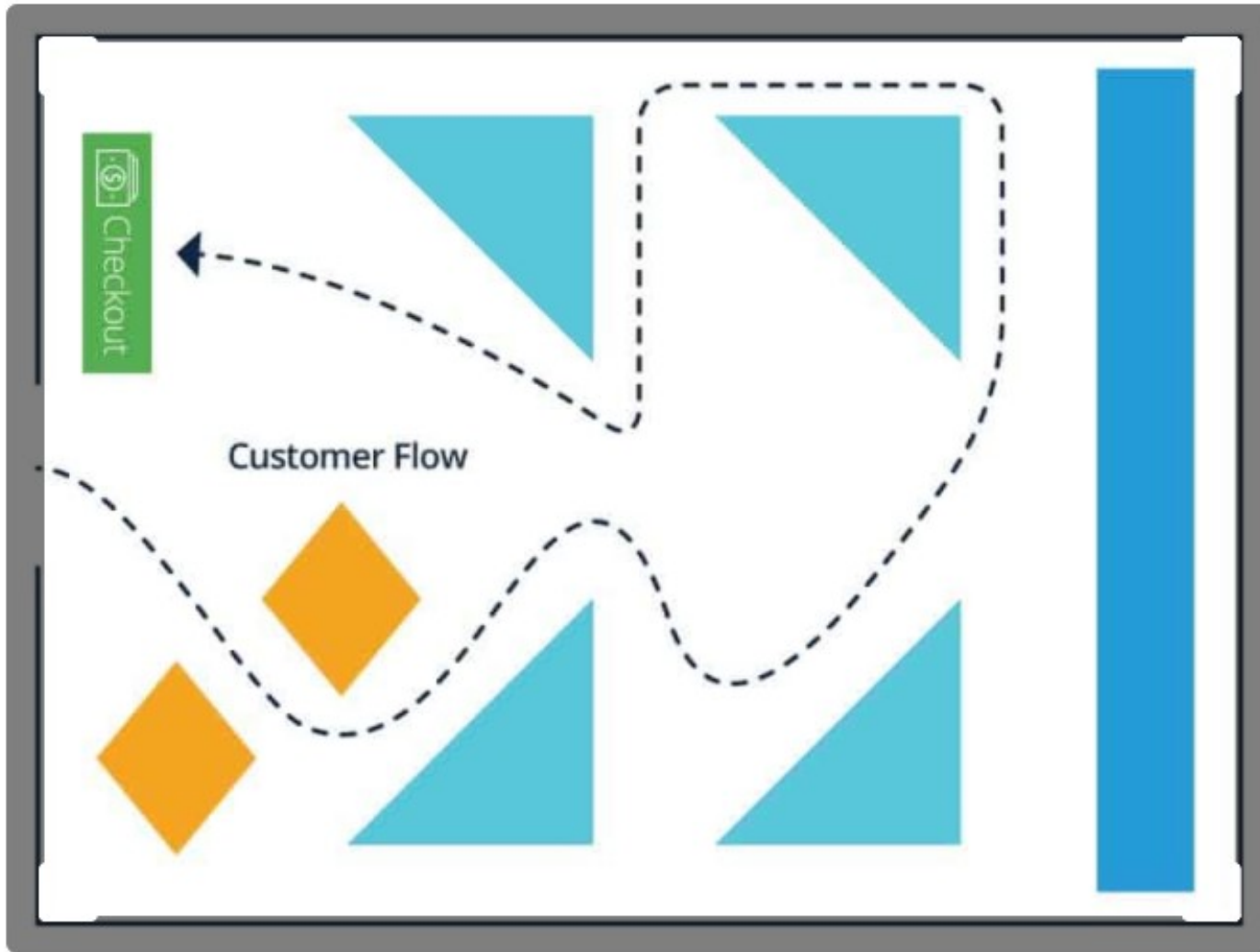
Diagonal Store Layout

- Just as the name implies, the diagonal store layout uses aisles placed at angles to increase customer sightlines and expose new merchandise as customers navigate through the space.
- A variation of the grid layout, the design helps guide customers to the checkout area.
- Small stores can benefit from this space management option, and it is excellent for self-service retailers because it invites more movement and better customer circulation.



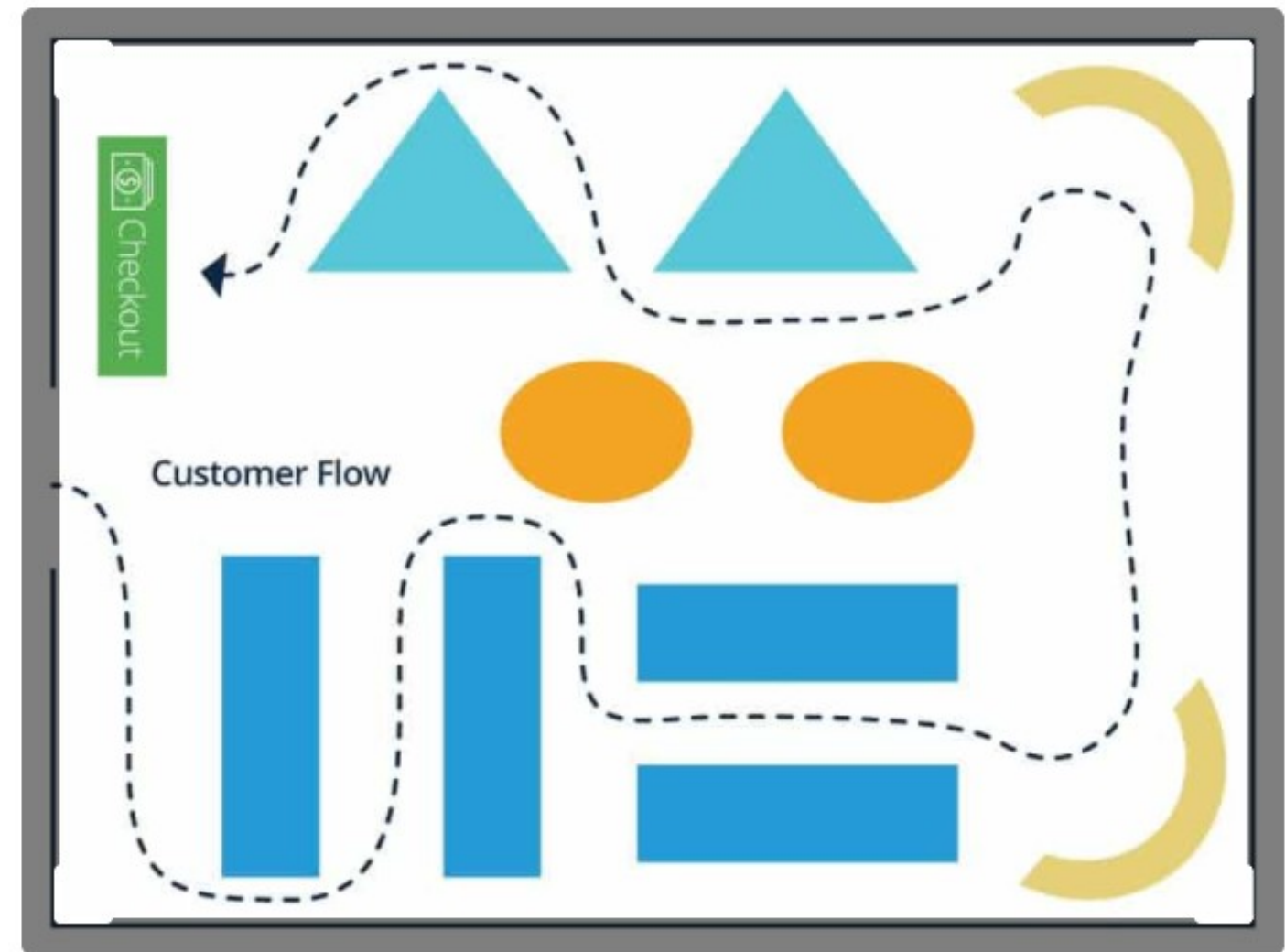
Angular Store Layout

- The name of this design is deceptive, as the “angular” store layout relies on curved walls and corners, rounded merchandise displays, and other curved fixtures to manage the customer flow.
- Luxury stores use this layout effectively because, according to some research from *Inside the Mind of the Shopper: The Science of Retailing*, customers notice free-standing product displays 100 percent of the time (end cap displays - those at the end of aisles - also get noticed 100 percent of the time).
- There is a perception of higher quality merchandise that the angular layout leverages to target the appropriate customer behavior in that environment. And although this design sacrifices efficient space use, because of the rounded displays and limited shelf space, if a retailer has sufficient inventory storage away from the sales floor, this layout is useful in creating a unique perception.



Geometric Store Layout

- Popular with retailers targeting trendy millennials and Generation Z demographics, a geometric layout offers artistic expression and function when combined with the appropriate displays and fixtures.
- The unique architecture of some retail stores, including wall angles, support columns, and different ceiling styles mix well with the uniqueness of a geometric layout.
- Merchandise displays and fixtures of various geometric shapes and sizes combine to make a statement, often as an extension of the retailer's overall brand identity.
- Clothing and apparel stores use a variety of environmental merchandising strategies (for example, music, scents, and artwork) with the geometric layout to enhance the customer experience.



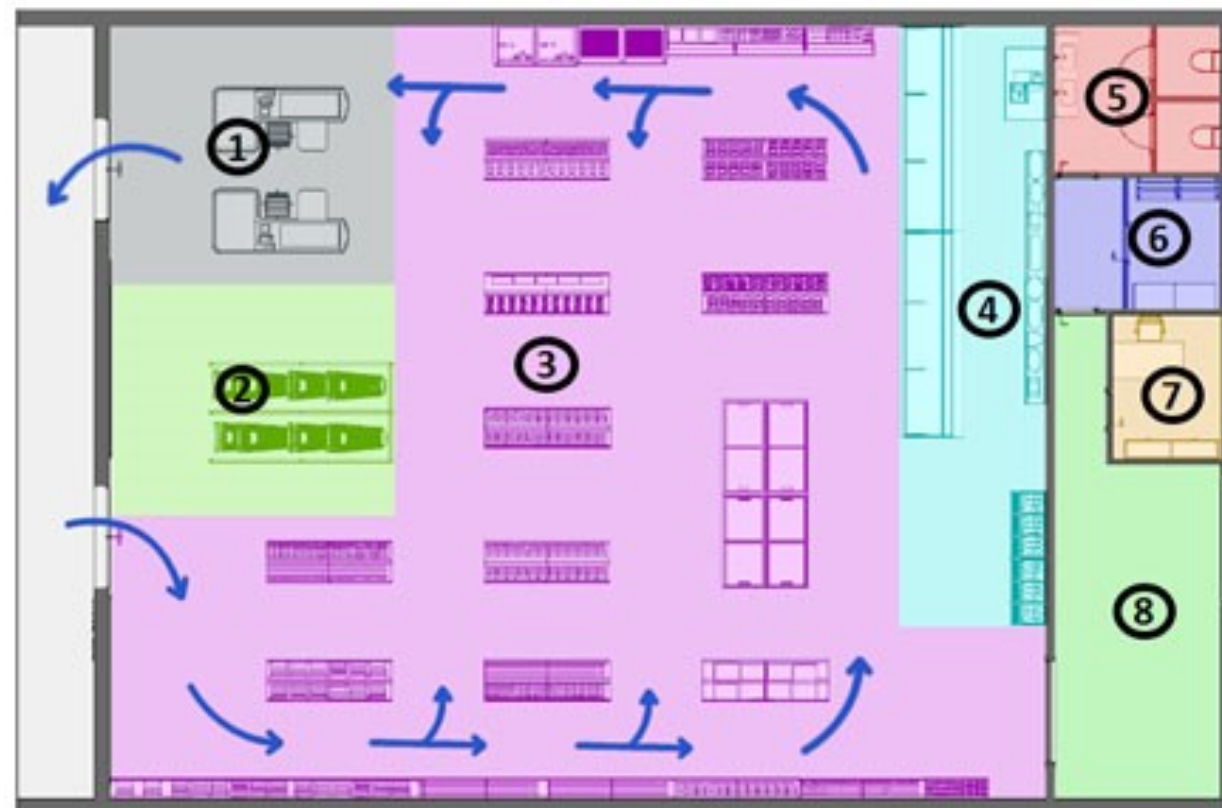
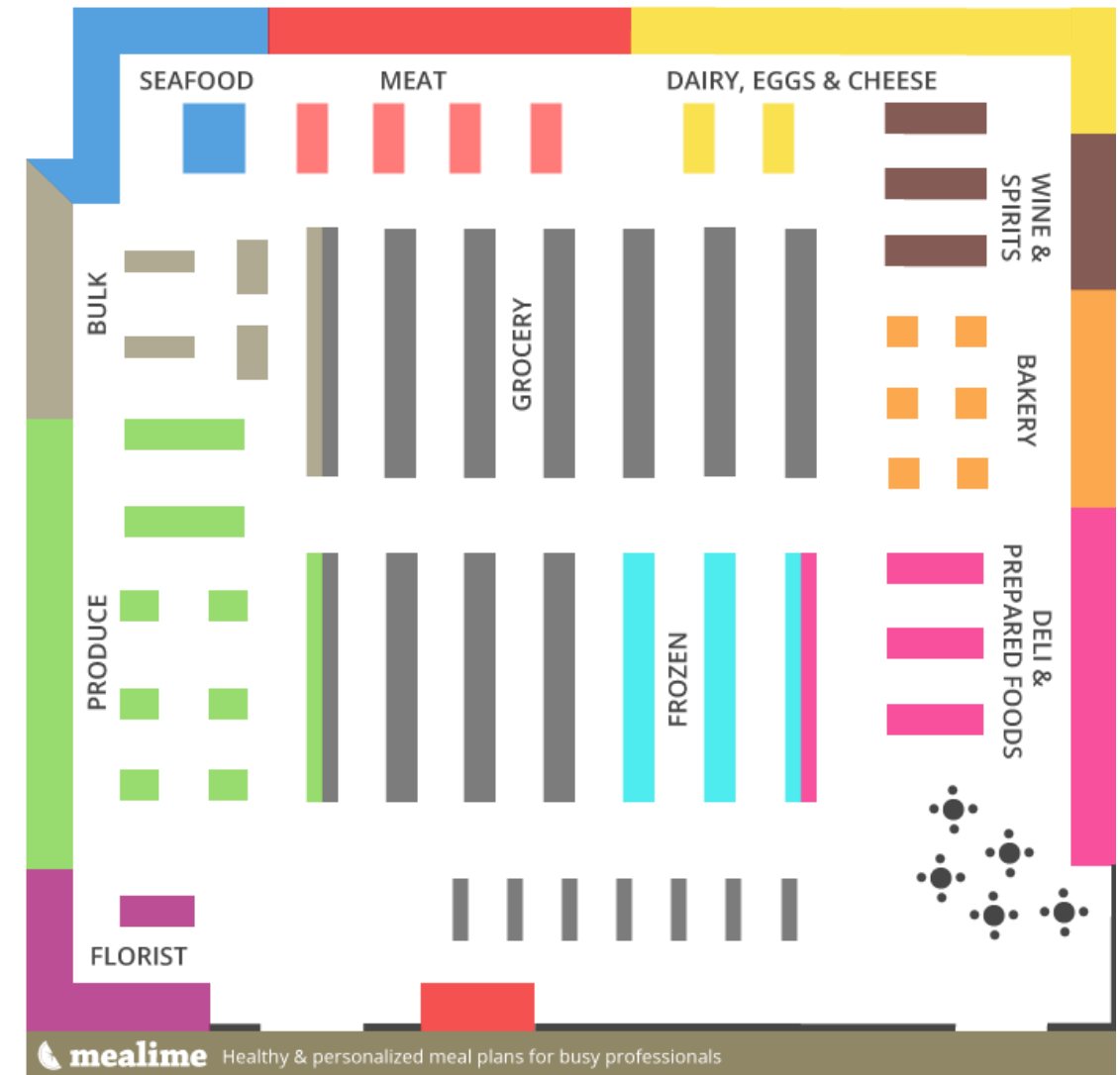
Mixed Store Layout

- The mixed store layout uses design elements from multiple layouts to create a flexible option for retailers.
- Department stores use a compelling mix of straight, diagonal, and angular concepts, among other design elements, to create a dynamic flow through a range of departments featuring a variety of merchandise.
- Large grocery store chains also successfully combine mixed store layout elements.

GROCERY MARKET



FASHION

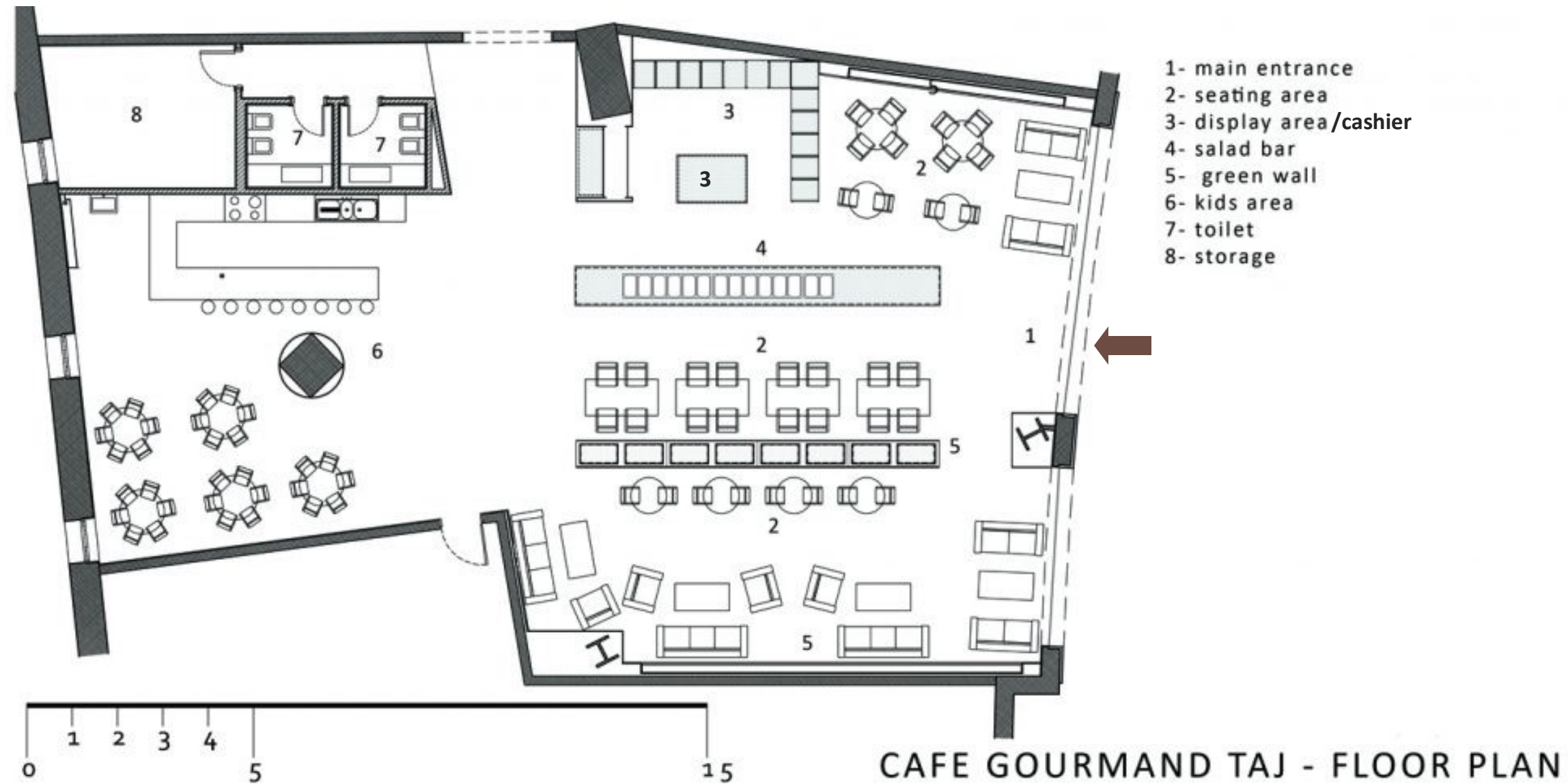


LEGEND

- 1) Cash Desks
- 2) Trolley pick up and return area
- 3) Shelves area
- 4) Customer Service
- 5) Toilets
- 6) Changing room
- 7) Office
- 8) Warehouse

 Customers route

COFFEE SHOP



Layout & Dimensions of an Average Size Coffee Shop – 1,000 – 1,750 Square Feet

- The average size coffee shop is between 1,000 – 1,750 sq. feet. This size offers comfortable seating for between 50 – 70 guests on average.
- Keep in mind that you'll need 200 – 400 square feet reserved for the back bar and workroom so you won't be able to utilize all your square footage for guests.
- Additionally, depending on if you plan to include a small kitchen will also require additional space. The furniture layout, seating, and merchandising will also determine available free space.
- Make sure to reserve room for storage and cleaning supplies as well.

**HAVE FUN PLANNING
YOUR SPACES!**