



Store Planning

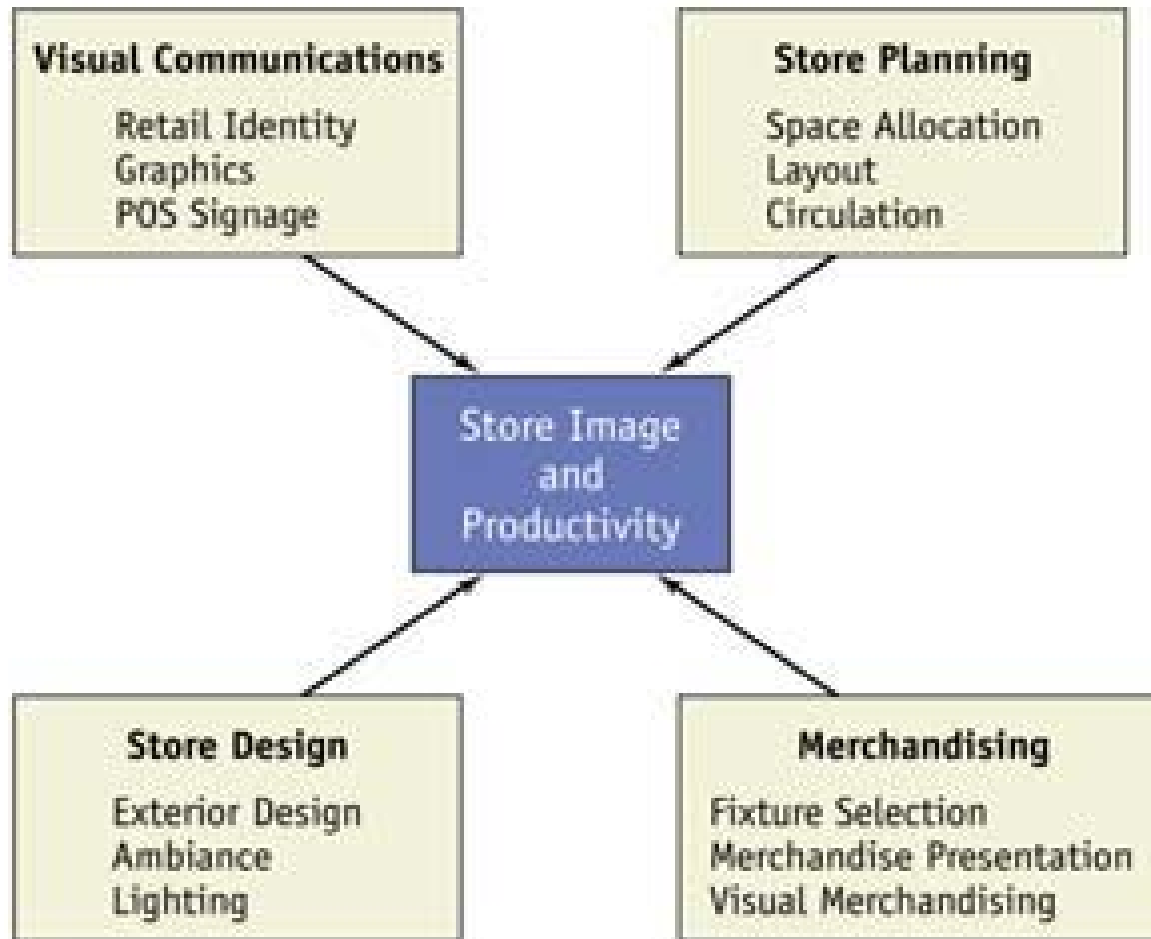
Store Image



The overall perception the consumer has of the store's environment.



Elements that Compose the Store Environment



Objectives of the Store Environment:



Tasks to create desired store image and increase productivity:

1. Get customers into the store (market image).
2. Convert them into customers buying merchandise once inside the store (space productivity).
3. Do this in the most efficient manner possible.

Store Planning



1. Allocating Space
2. Circulation
3. Shrinkage Prevention



Store Planning: Floorplan



A schematic that shows:

- Where merchandise and customer service departments are located
- How customers circulate through the store
- How much space is dedicated to each department

Allocating Space



Types of space needed:

1. Back room
2. Office and other functional spaces
3. Aisles, services areas, and other non-selling areas of the main sales floor
4. Wall merchandise space
5. Floor merchandise space