



BRITSMATM DESIGN GROUP

Boutique Design Specialists since 1980

Our Design Ideas Deliver Results®

**TIP
33-01**

OUR 10 COMMANDMENTS FOR RETAIL STORE SUCCESS

1 - TARGETED CONSUMER

Do your homework. Establish yourself of WHOM you want your customer to be and in simple terms, establish what like and what they don't, learn about their shopping habits, their family's activities interests, etc.!

2 - LOCATION - LOCATION - LOCATION

This is the one that will make or break the success of a retail store. Building a new free standing store or a store in a shopping center or street mall, must be easily identifiable and accessible to your customers. Make your store easy to be found.

3 - TRAFFIC FLOW

Study the traffic flow in the surrounding area of your store. Recognize major attractions that draw your targeted customer and establish their traveling direction to and from. The entry to your store must face oncoming traffic and "calling" upon it to your store!

4 - STORE DESIGN

Compliment your merchandising departments by surrounding them with appropriate color finishes. Your store design must relate to what is sold in your store and vice versa. Create a theme and a positive atmosphere using the principles of Feng Shui!

5 - MERCHANDISING

First most important aspect inside your store that will help your sales to be a success! Create the proportional mix of the right merchandising brands that will attract your targeted consumer base and keep them clean, organized simple. Use the KISS principle!

6 - LIGHTING

Second most important aspect inside your store that will help your sales to be a success! Make sure the appropriate lighting is used throughout and at the right angle making your merchandise to look the least they are sold for!

7 - THEFT PREVENTION - SECURITY

Third most important aspect inside your store is the overall theft prevention and its security! It should never be discounted and shortchanged in your budget. A properly well trained store team with the right security system can and will deter criminals.

8 - TEAM TRAINING - TREATMENT

Your store's sales associates and supporting staff are your stores' best asset towards success. Any retail business can not and will not be successful without the support of a well-trained, well-informed and well taken care off team of associates!

9 - BRANDING - GRAPHICS

DON'T BE JUST "ANOTHER" RETAIL STORE IN YOUR MARKET. Make sure your store stands apart from the crowd of the same retail stores in your market. Customize your store to fit your brand and organize your presentations & packaging accordingly!

10 - MARKETING - ADVERTISING

Follow up your store's branding and make sure your targeted consumer market will visit your store. Advertise, advertise, advertise!

Our Services Top 4 Priorities:

www.BritsmaDesignGroup.com

#1-Effective Store Design. #2-Effective Lighting Design. #3-Store Theft Prevention. #4-Effective Merchandising.

■ **We-know-Retail** ■ **We-R-Retail®** ■

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Retail Success by Design®

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