

RETAIL OPERATIONS DEVELOPMENT



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you may have already begun

- Evaluating your existing retail mix
- Defining potential new businesses
- Joint advertising & common store hours
- Live/work occupancy
- Renovating historic facades
- Bringing consumers back downtown with special events



once people are downtown...

How do you turn them into retail customers?

Recognize they are there for a unique experience, not for efficiency, and therefore you must provide:

- Expert friendly assistance
- Unique merchandise
- An interesting environment not found in the big box stores



AP Photo/Douglas C. Pizac



APPEARANCES COUNT

stores must appear interesting & inviting at the sidewalk



it starts on the street!

Evaluate each business entrance:

- Is it safe & clean?
- Is it inviting & welcoming?
- Does it announce itself with indentifying signage?





WINDOWS



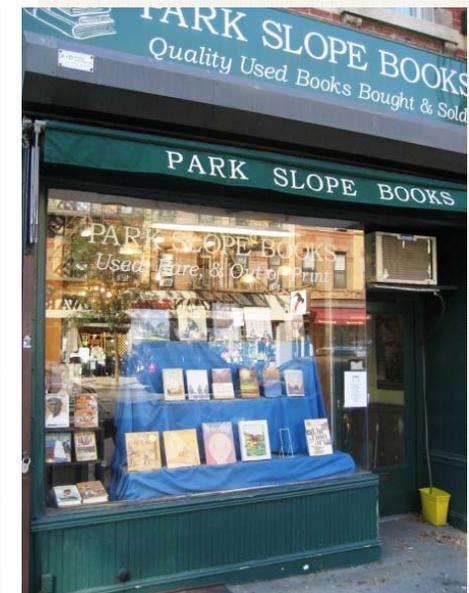
Storefront Windows are RETAIL BILLBOARDS

- Shoppers learn EVERYTHING about stores at windows
- What message are you sending?



windows

- Are a 3-D brand statement
- Should set a positive tone & make pedestrians pause



windows

- Great displays will lure shoppers inside
- The more shoppers inside the store, the better chance for multiple purchases



corner windows

- Corner storefronts are significant- they help keep pedestrians moving
- Empty corner storefronts will discourage pedestrians from crossing to the next block





WINDOWS "HOW-TO"



establish a theme & integrate props

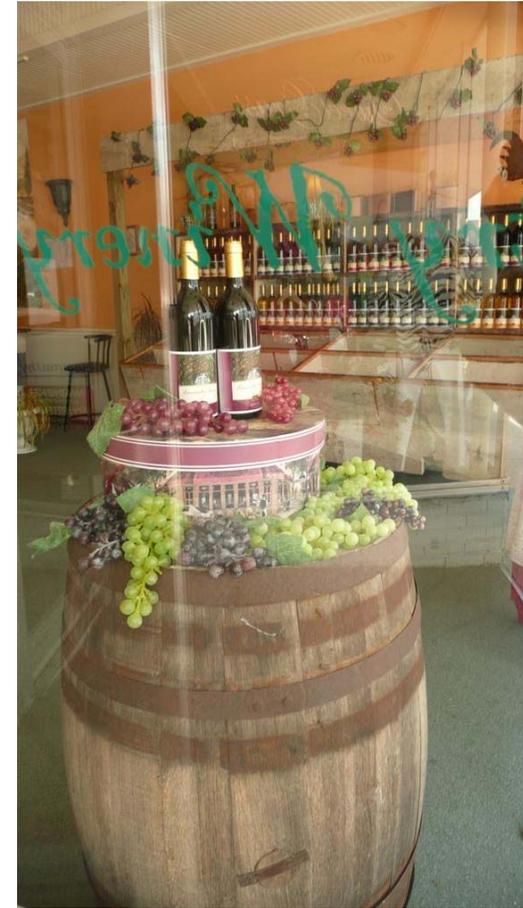
- Such as:
 - Western
 - Basketball
 - Fishing
 - Seasons



use simple repetitive objects



use found objects



flexible backdrops



window graphics

- Graphic statements can define a function or add interest to the merchandise



night lighting





SIGNAGE + BRANDING



- Signs and store logos define each store by their individual style
- The colors and font type used should reflect the brand and merchandise

signage + branding



signage + branding



identity reinforced at every sign



- Store logo and signage should be carried through onto hang tags, business cards and shopping bags
- These reinforce your style and are walking advertisements after the purchase is made

hang tags business cards labels + bags



hannalie fish Tissue Paper Stickers/Decals



hannalie fish Canvas Bag





INTERIORS





FEATURE DISPLAYS



secondary displays

- Work like a pinball machine
- Should vary in height



make the back wall visible

Draw the customers to the back with

- Change of wall color
- Specialty merchandise displays
- Clearance items





GROUPING MERCHANDISE



group by color



group by combination

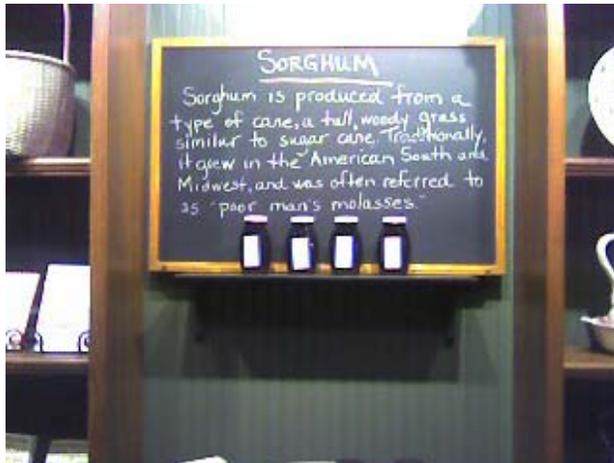


Fabrication type



Let the customer know more

- Provide information about special products
- Offer samples
- Group staff favorites



Impulse items

- Offer add-ons at the cash wrap
- Offer inexpensive pick-up items on the
- Sales floor



Look carefully at the store from the customers viewpoint:

summary

- Signage should reflect the brand
- Entrance and windows must be appealing
- Merchandise must be useful or unique
- Focal points and product placement must be able to keep their interest

