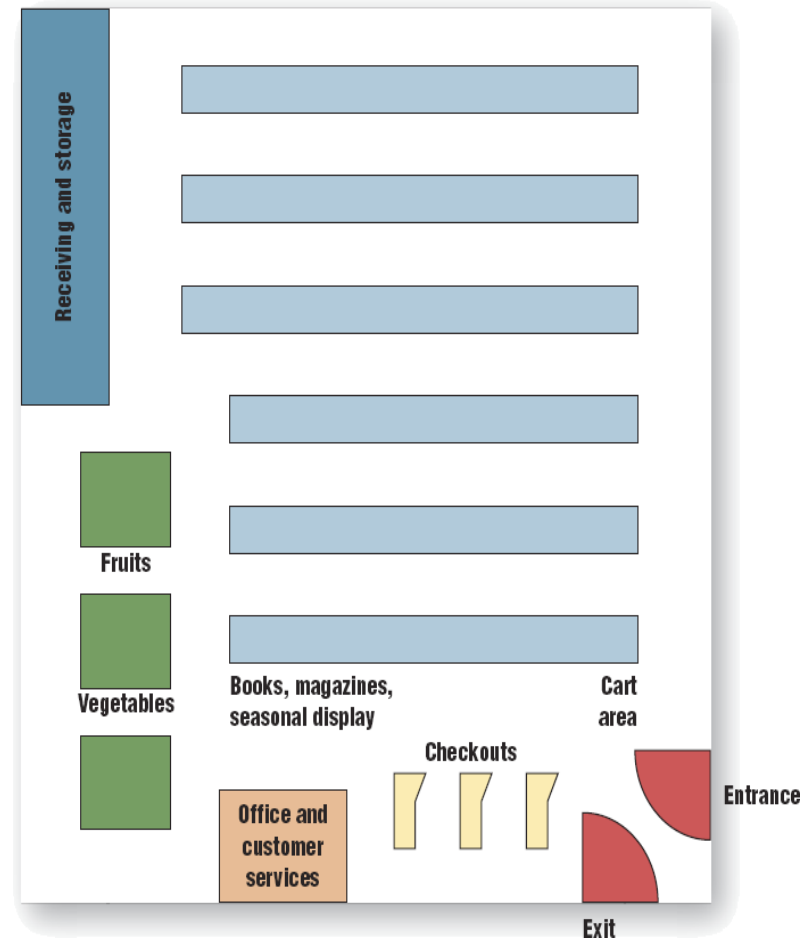# STORE LAYOUTS

Abhisek Panda

Overview

- A store layout is the design in which a store's interior is set up.
- They are designed to create an attractive image for consumers.
- Encourage customer exploration and help customers move through the stores, by
  - Using a layout that facilitates a specific traffic pattern
  - Providing interesting design elements
  - Making ease of finding merchandise
  - Giving customers adequate space to shop

Types of Layouts

- Grid
- Racetrack
- Free Form
- Spine

Grid Layout

- Counters and Fixtures are placed in long rows or "runs" usually at right angles, throughout the store

- Easy to locate merchandise

- Allows more merchandise to be displayed

- Cost efficient

- Does not encourage customers to explore store

- Used in grocery, discount, and drug stores.

Racetrack (Loop) Layout

- The major customer aisle begins at the entrance, loops through the store and returns customer to the front of the store.

- Loop with a major aisle that has access to departments

- Draws customers around the store

- Provide different viewing angles and encourage exploration, impulse buying

- Used in department stores
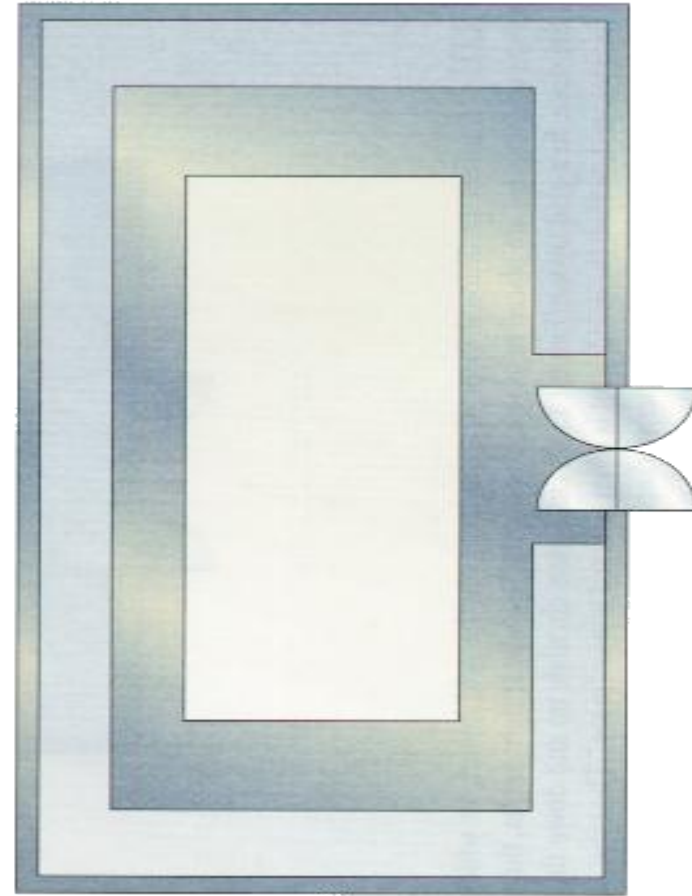
JCPenney Racetrack Layout

Free Form (Boutique) Layout

- Fixtures and aisles arranged asymmetrically
- Provides an intimate, relaxing environment that facilitates shopping and browsing
- Inefficient use of space
- More susceptible to shoplifting – salespeople can not view adjacent spaces.
- Used in specialty stores and upscale department stores
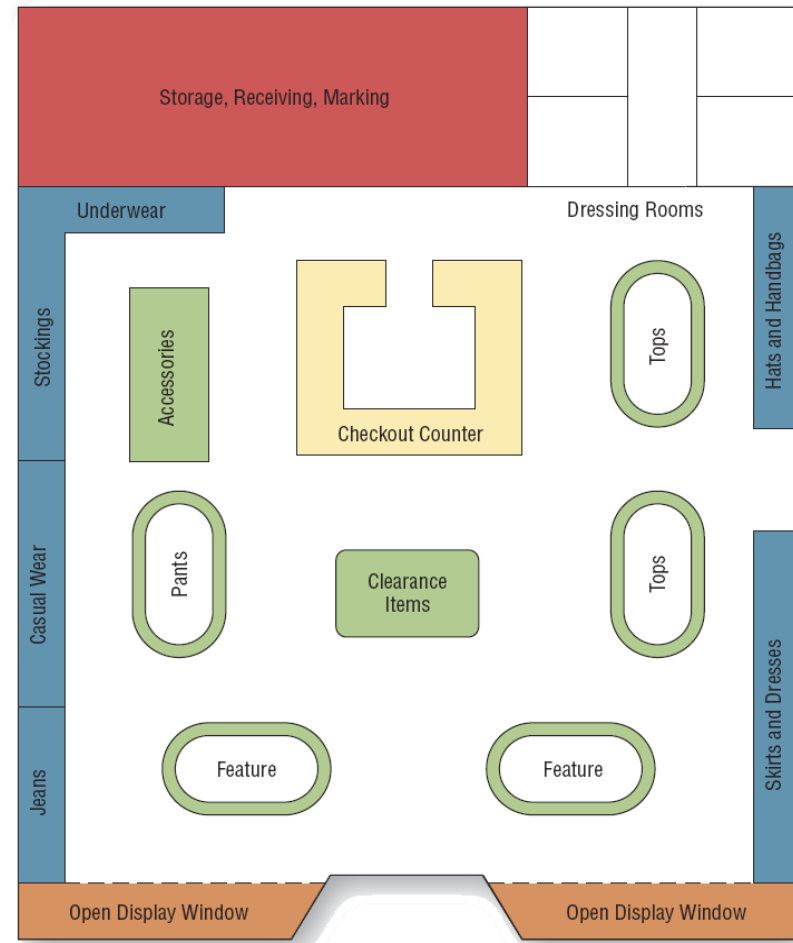
Spine Layout

- Variation of grid, loop and free-form layouts

- Based on single main aisle running from the front to the back of the store (transporting customers in both directions)

- On either side of spine, merchandise are kept toward the back or side walls

- Heavily used by medium-sized specialty stores ranging from 2,000 – 10,000 square feet

Back Room
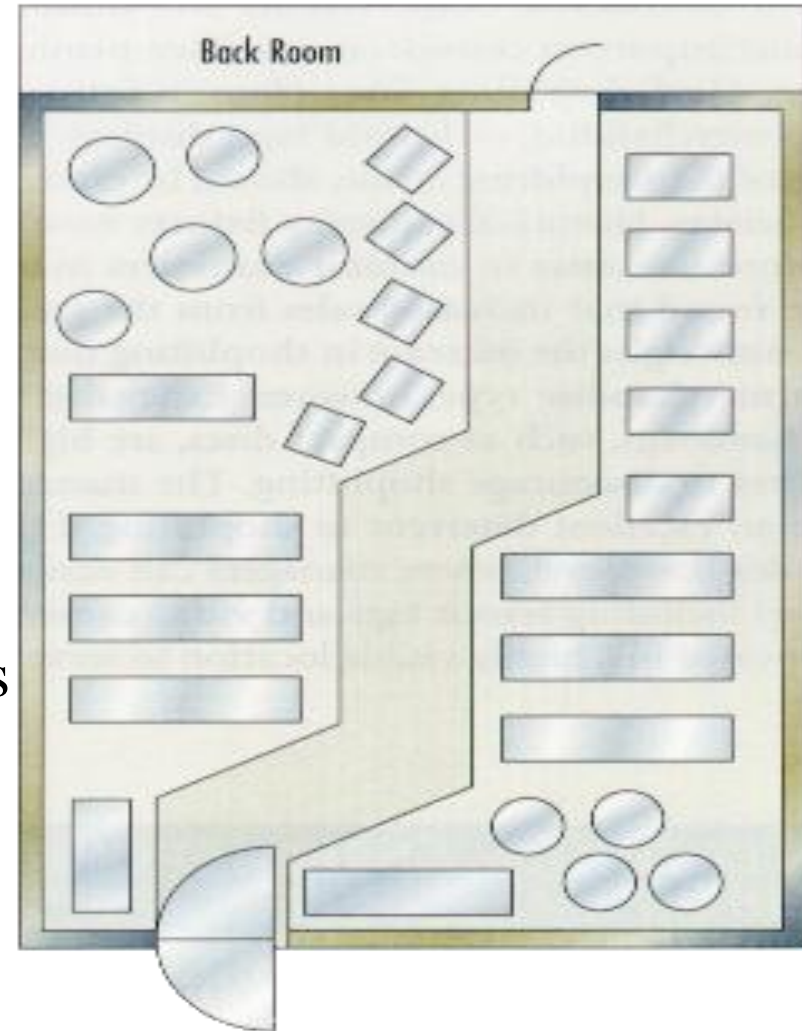
Making the layout work

- Make windows shine
- Make an arresting first impression
- Steer customers to the right
- Lead customers to somewhere
- Have an angle in aisles and create breaks
- Give products the space they deserve
- Give people the space they need
- Don't forgot your storage, back office and receipt spaces

Trends in store layout

- Sustainable store design
- Store for intangible products
- Mobile app to guide customers in store
- In store guidance
- Apple trademarks its layout

THANK YOU