

Group Assignment 10: Next Steps

Retail Store Layout, Merchandising Planogram ,Window Display



Rewind a bit



- **For your new retail diversification**

Challenge: How to differentiate and win competitors? Do you have strong STP?

Need to back up your decision with research

- Primary or Secondary Data
- Analyzetrends, SWOT analysis, competitor Analysis, situational analysis, Business Model Canvas, etc.
- Find best practices, similar to justify

*** Therefore for final presentation, need to have research to justify direction and new retail concept.**

TOP 7 TRENDS IN RETAIL

LATEST TRENDS IN RETAIL INDUSTRY

WWW.FUTUREYAN.COM

6:19

People also watched this video



Top 7 Trends in Retail in 2021 | Retail Industry trends in 2021



FUTUREYAN · 8.7K views · 9 months ago

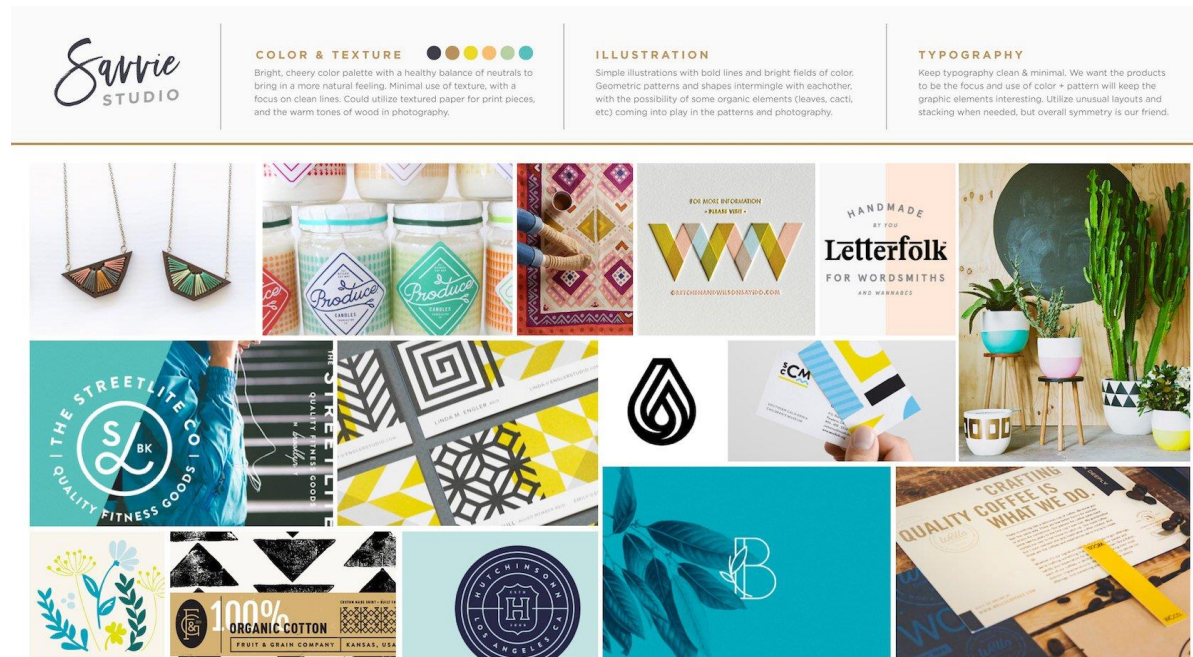


Project Next Steps:

- **Step 1:** Continue to Design your store layout inside/ building design, window display and fine-tune your merchandising planogram. Best to focus on theme once you confirm your STP and Retail Store Concept. (draft due April 5th)
- **Step 2:** Then conduct one-on-one in-depth interview with your target consumer on your new retail concept, store layout, merchandising planogram, window display, etc.. Don't forget to develop Aim, Objectives, Questions and use mood boards (next page) . Findings to be used for final presentation.
- **Step 3: Analyze the findings and use it to improve your design and final visuals which should be as realistic and detail as possible. Findings to be used for final presentation.**
- **Step 4:** Prepare research findings and details to be included in the final presentation on May 3rd, 2022. Include in main slides and any additional information, you could add in appendix.

What are mood boards?

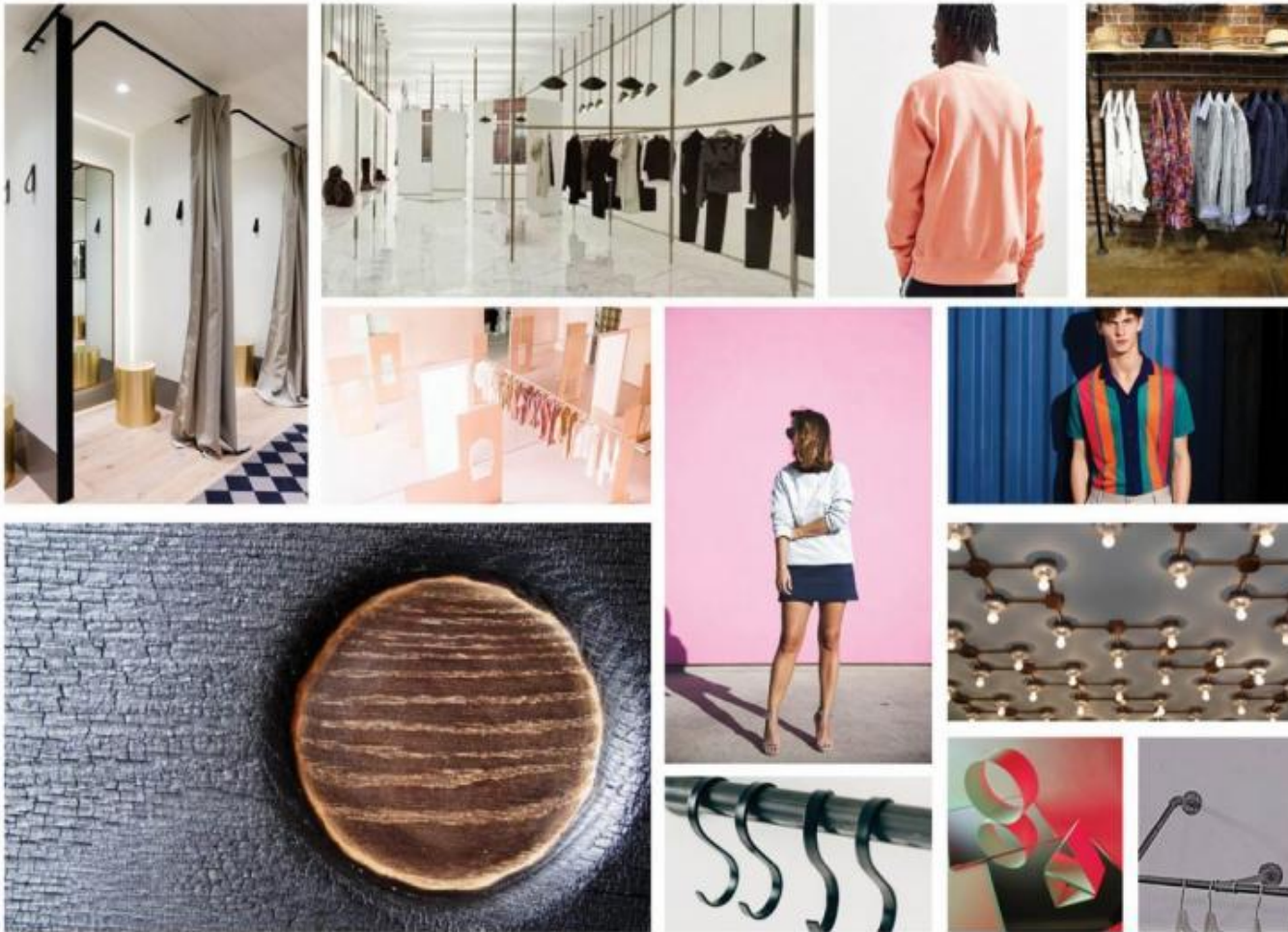
- Mood boards are physical or digital collages that arrange **images, materials, text, and other design elements into a format that's representative of the final design's style.** Mood boards can be used for creating brand designs, product designs, website designs, and pretty much any other type of design project.





Alarife
HOME STUDIO

RETAIL
MOOD
Board



RETAIL
MOOD
Board

ART & WINE SHOP



SUSAN MANI-PROFESSOR KING-DESIGN V-SPRING 2014

LOGO WHICH WILL BE ON THE SIGNAGE, ALL PACKAGES AND THE INVOICES

MUSIC: MOZART-VIOLIN SONATS PART I



PENDANT LIGHT FOR THE WINE SHOP



LED LIGHTS FOR THE ART GALLERY AND TOP OF THE WINE CABINETS



I CHOOSE WOOD MATERIAL IN BLACK AND WHITE FOR MY STORE MOOD -IT WILL BE BLACK AND WHITE WINE CABINETS AND THE BLACK AND WHITE FLOORING TILES WHICH I WANT TO IDENTIFY THE CIRCULATION WITH THE CONTRAST OF COLORS ON THE FLOOR- ALSO I WANT TO HAVE SOME GRAPHICAL WALL PAPERS



I WILL HAVE THE ART GALLEY FOR SOME SPECIAL AND SMALL EVENTS ON THE SECOND FLOOR. I WILL HAVE SOME ARTISTIC STAIRS TO THE SECOND FLOOR AND A SMALL FREIGHT ELEVATOR FOR MOVING STUFF TO THE UPSTAIRS



TABLES FOR THE ART GALLERY



RETAIL MOOD Board

GLAMOROUS LIVING ROOM

accent wall
color in grey
and beige shades



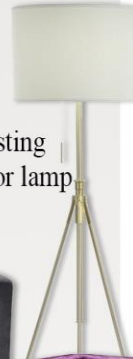
transitional glam TV console

big size
wall art



beige drap
with gold ins

existing
floor lamp



gold
accents



metallic
coffee table



accent chairs



RETAIL
MOOD
Board



RETAIL MOOD Board

DESIGN DIRECTION



A FUN & VIBRANT COLOUR SCHEME TO REFLECT THE JOY OF SUMMER WHILST CREATING AN UPLIFTING SHOPPING EXPERIENCE. USE OF WHITE SMOOTH SURFACES AND TRANSPARENT COLOURFUL FIXTURES CONNECT WITH THE CONSUMER.



CONCEPT: POP OF COLOUR

A BRIGHT & SOFT COLOUR PALETTE TO CREATE A FUN & ENERGETIC VIBE

RETAIL
MOOD
Board

ORANGE:
DIRECTION 1.2

SIT | RELAX
ENJOY THE VIEW
EAT | WORK
GET TOGETHER | GATHER
Lakeview
RELAX | EAT
CATCH-UP | TAKE A BREAK
SIT | DRINK
UNWIND | MEET



How to make a mood board

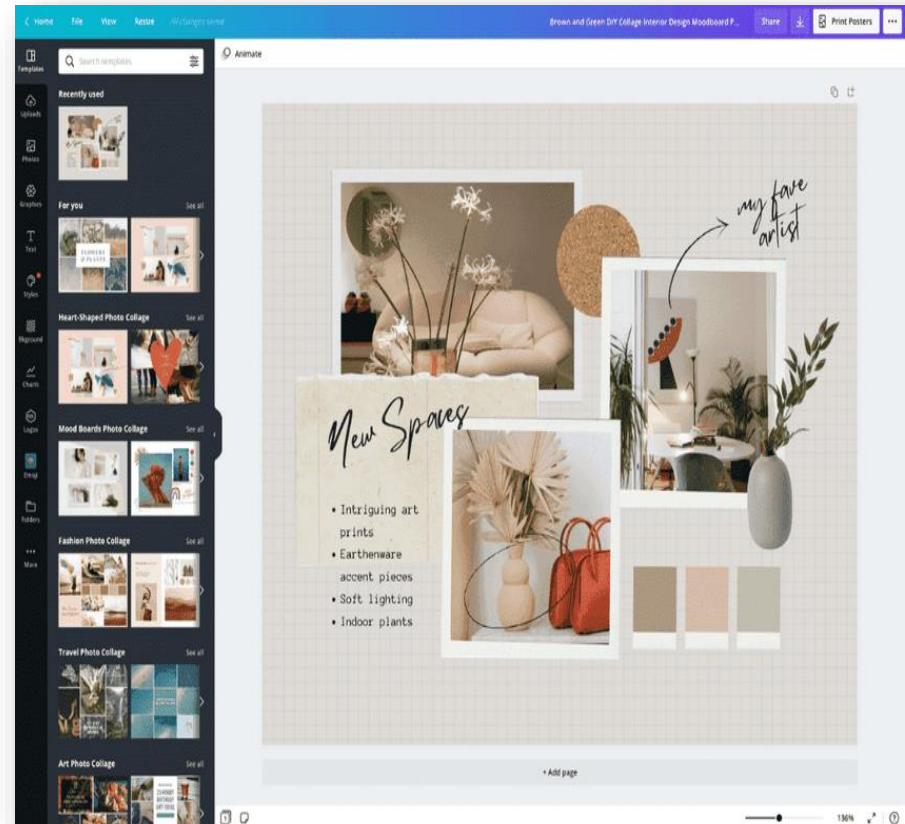
1. Open Canva. Open up Canva and search for "Mood Boards" to start a design.

2. There's a template for every theme with Canva's wide range of mood board templates. Just click on a template to start designing.

3. Explore features. ...

4. Keep customizing. ...

5. Save and share.



Guidelines for Interview

- Conduct **Consumer one to one in-depth interview: for one student per one customer in your target group**
- Your objective is to find out your customers' attitudes and feelings about your new retail and how you could improve them.
- Results should measure customers purchase intention.
- Best to create mood boards so customers can see your visual and description.

Questions to focus on:

1. What does your customer like about your new retail?
2. What does your customer dislike about your new retail?
3. What to improve about your new retail?
4. Any other suggestion

Designing Expectations- what is due next week?

- **For your project final presentation which will be judged on CREATIVITY, PURCHASE INTENT, STRATEGIC FIT**
1. You are challenged to design your **store layout**. Please make sure it follows the trend, include experiential marketing and interactive with customers. - You are to design both the interior and exterior of your retail. - Please be as detailed as possible and use guidelines on the text (chapter 17) to design your layout, it should generate as much profit and revenue as much as possible (example supermarket layout) - Create signage and store name and logo
 2. You are challenged to design your **merchandising Planogram** by - Breadth and Depth of Product and Services - Detail of products/services- menu (should be exclusive), and pricing – For finetuning
 3. You are challenged to design your **window display** – main attraction at front end to bring in customers

Draft Due next week April 5th , 2022... we will discuss in consultation session...