

# Retail Store Layouts:



Effectively Set Up  
Your Retail Store to  
Inspire Shopping &  
Drive SALES!

# Let's Talk Retail Store Layouts to Help Maximize SALES!

WHAT IS VISUAL MERCHANDISING?

HOW CAN IT HELP OUR STORES?



# Visual Merchandising (VM) in Retail Store

## 1 | Definition

Create, design, and display products to highlight their features.

VM is both part scientific & part artform.

## 2 | Elements of Good VM to Sell Product?

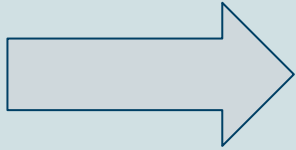
- Colors
- Lighting
- Product positioning
- Signage
- Store layout

## 3 | Goal of VM

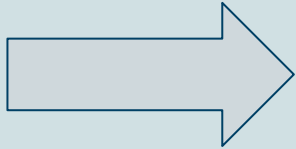
- Capture sales
- Establish return customers
- Allow customers to touch & feel something they can't get online



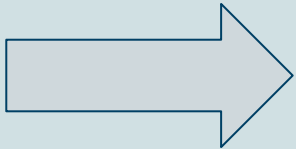
# Use the Store Layout as a Tool to Drive Sales



Retailers have an advantage over strictly online competitors.  
Brick & Mortar shopping is alive and well!



Give shoppers the opportunity to use all of their senses to experience your store.  
Create a destination.



The first impression of your space starts with the outdoor space. Continuing into the entry, think about you space when you first arrive in your brick and mortar.

# Re-think Your Space: Entryway



Should be Clean & Inviting

## Re-think Your Space: Transition (Decompression) Zone

- First 5-10 feet just beyond the entryway. This space is reserved for the customer to familiarize themselves with the store.



Avoid placing high profit margins products in this zone. Also keep high ticket items OUT of this area to reduce theft.

**TIP!**

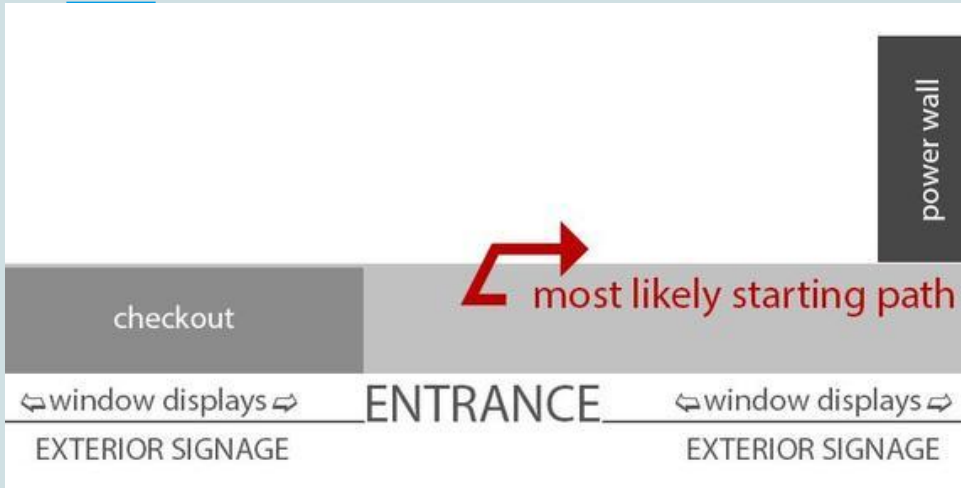
# Re-think Your Space: Key Areas to Consider

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- **Right section of the store** - Customers naturally navigate stores in a counter clockwise pattern after entering. (Studies link a theory that we navigate a store in the same direction as the side of the road we drive on).
- Consider making a statement, merchandising products on a “Power Wall”, if able. Position it to the right after entering into the main space.



# Re-think Your Space: Key Areas to Consider



**TIP!**

Locate high profit margin items **IN THIS AREA!**



# Store Layout: The 6 Basic Floor Plans

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Choose the Best Layout Based on:

- Your Space and Square Footage
- Customer Experience You are Trying to Create
- Products You Want to Sell

# Store Layout: ADA Requirements

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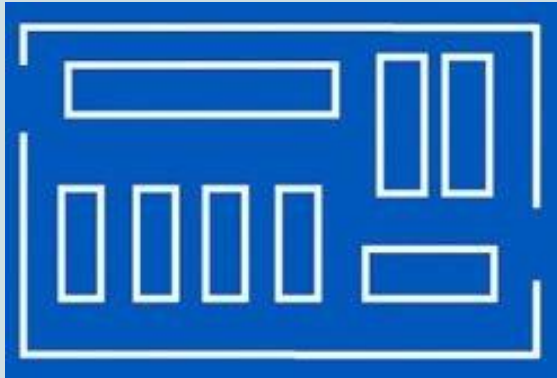
**The Americans with Disabilities Act (ADA) requires a minimum of 3'.6" in-between fixtures.**

- Can two or more shoppers easily maneuver your store aisles?
- Can a customer with a cart, stroller or shopping in a wheel chair or motorized scooter do the same?

Visit the ADA online ([ada.gov](http://ada.gov)) for more information

# Store Layout: The 6 Basic Floor Plans

- Grid

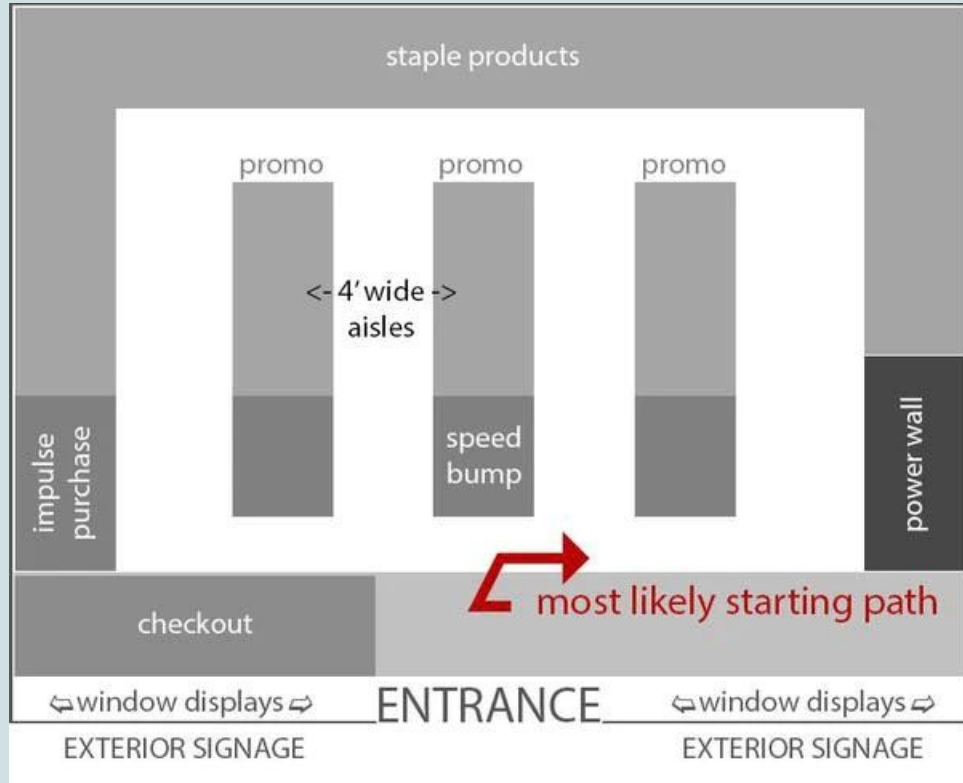
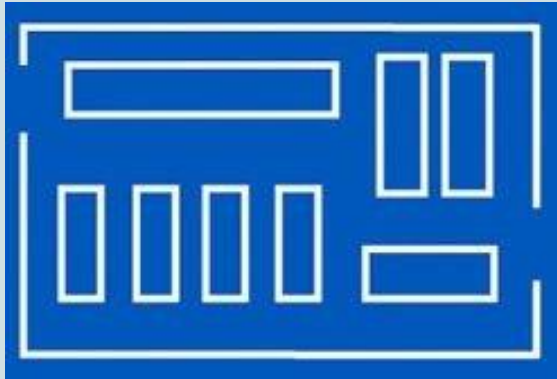


Uses a straight lined, grid-like arrangement to create a series of parallel aisles and displays.

PROS	CONS
Easy to navigate	Unimaginative
Can accommodate high foot traffic	Difficult to feature new products
Encourages browsing, great for featuring lots of merchandise	Stimulate rushed shopping behaviors
Maximizes product space	

# Store Layout: The 6 Basic Floor Plans

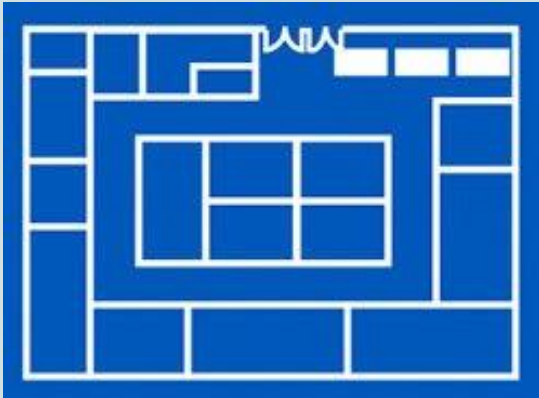
- Grid





# Store Layout: The 6 Basic Floor Plans

- Loop or Racetrack



Creates a guided shopping experience. It features a defined pathway throughout the store, exposing customers to every item on display.

## PROS

Engaging shopping experience

Guided shopping path

High product exposure

Maximizes wall space, leading shoppers along a set pathway

## CONS

Difficult to update displays

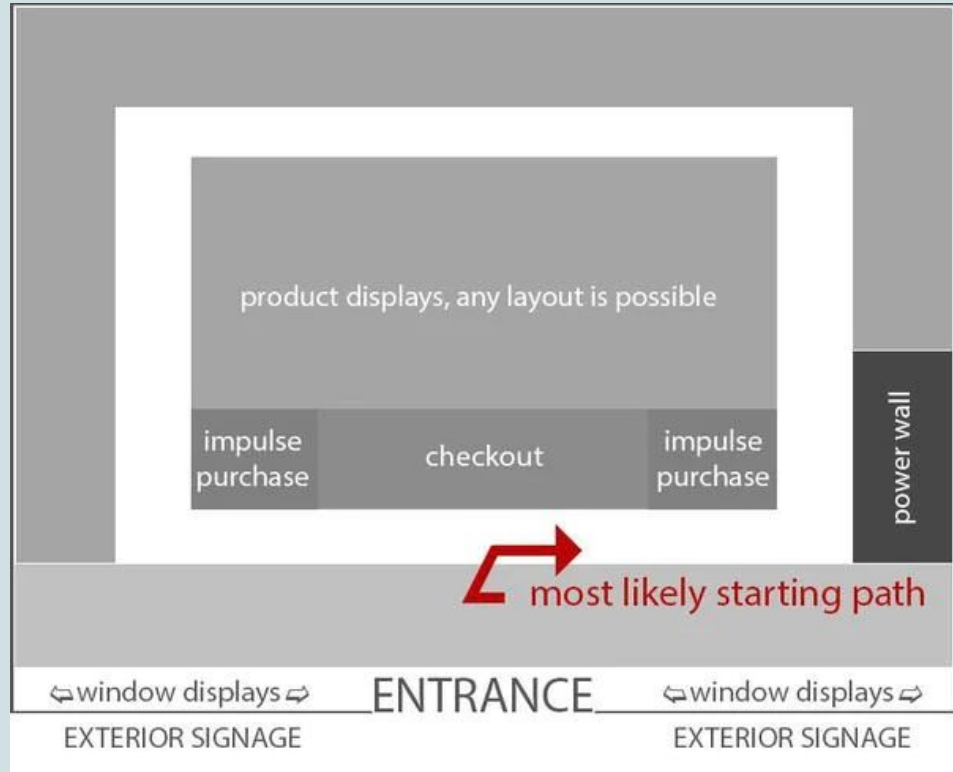
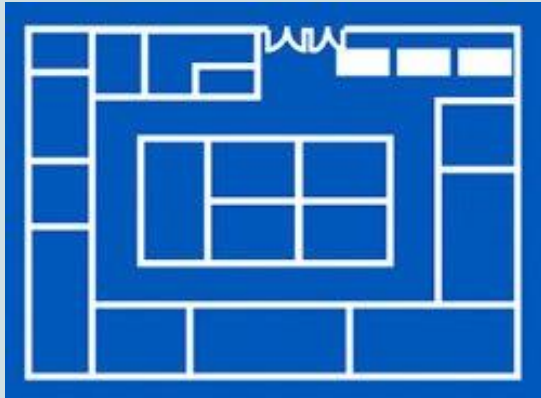
Can lead to browsing rather than buying

Customers may have trouble searching for something specific

Does not maximize floor space

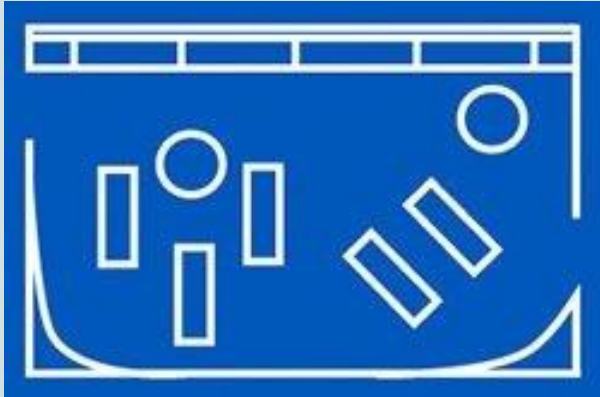
# Store Layout: The 6 Basic Floor Plans

- Loop or Racetrack



# Store Layout: The 6 Basic Floor Plans

- Free Flow or Mixed



Different display types throughout the store - there is no set path, allowing customers to shop freely. Creates open sightlines in store.

## PROS

Allows different displays for different products

Promotes exploration and product discovery

Works well in irregular spaces

Easy to update

## CONS

Customers won't see the same things

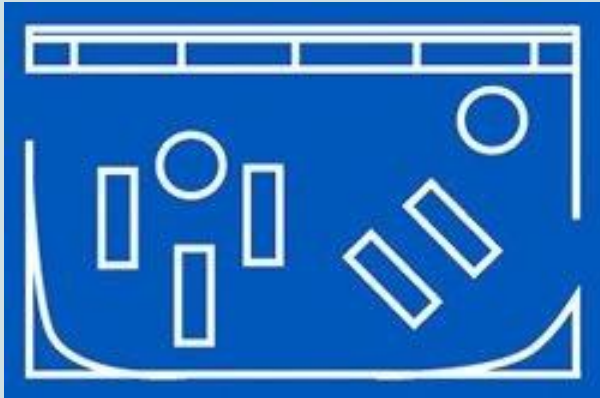
Can be difficult to navigate and maintain

Easily cluttered

Encourages loitering

# Store Layout: The 6 Basic Floor Plans

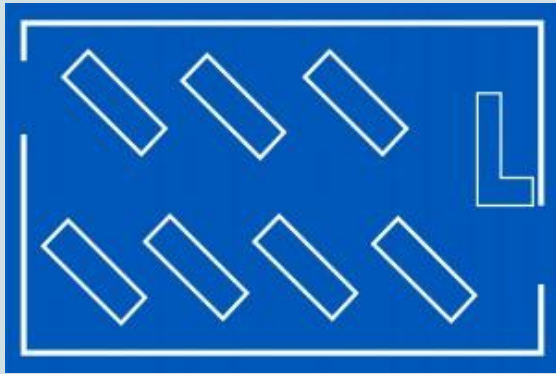
- Free Flow or Mixed





# Store Layout: The 6 Basic Floor Plans

- **Diagonal**



A variation of grid layout, using aisles placed at angles to increase customer sightlines and expose new merchandise.

## PROS

High visibility for both employees and customers

Maximizes display space

High product exposure

Easy to implement theft protection measures

## CONS

Less room for creativity

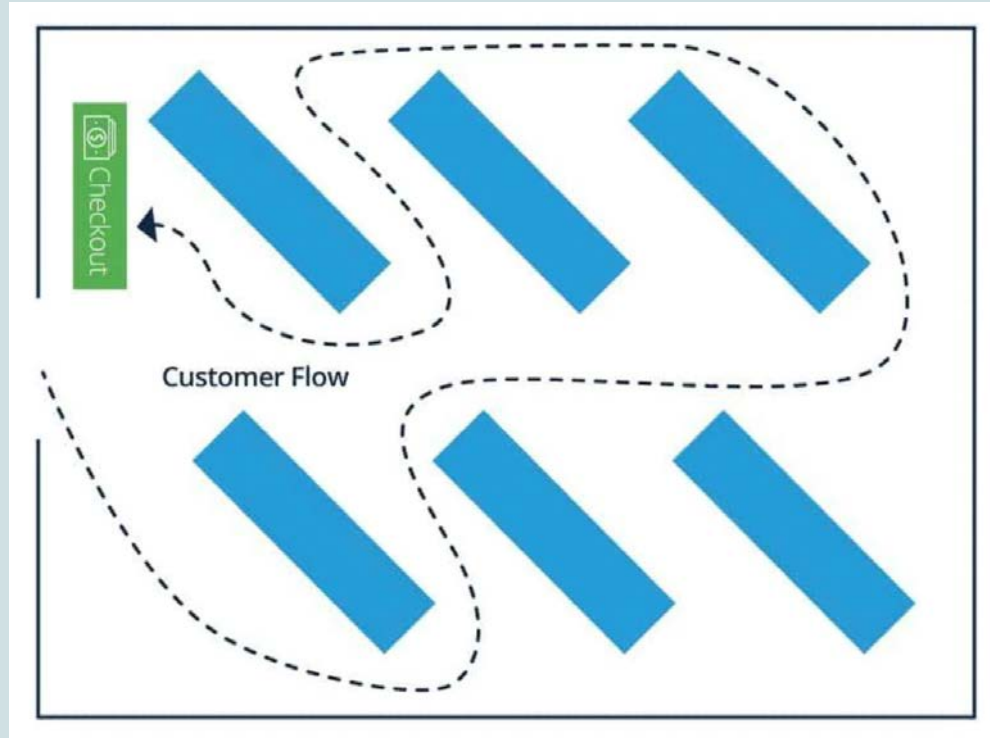
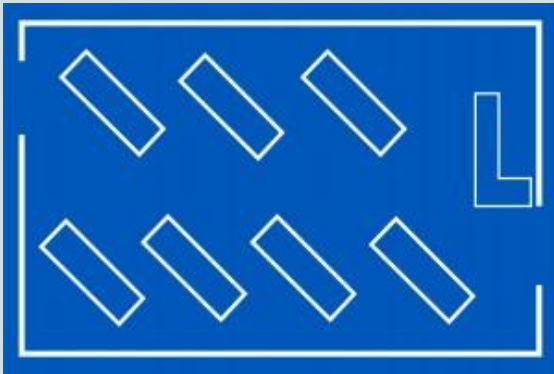
Prone to narrow aisles; need more space for ADA

Difficult to change

Customers may miss all product assortment

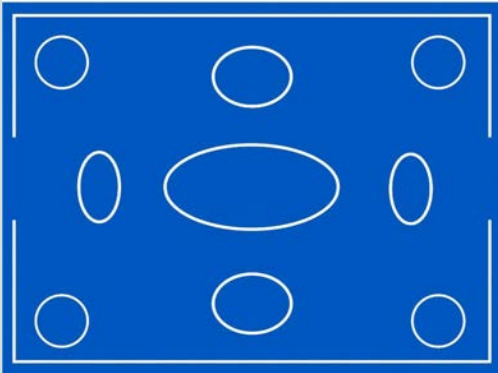
# Store Layout: The 6 Basic Floor Plans

- Diagonal



# Store Layout: The 6 Basic Floor Plans

- Angular



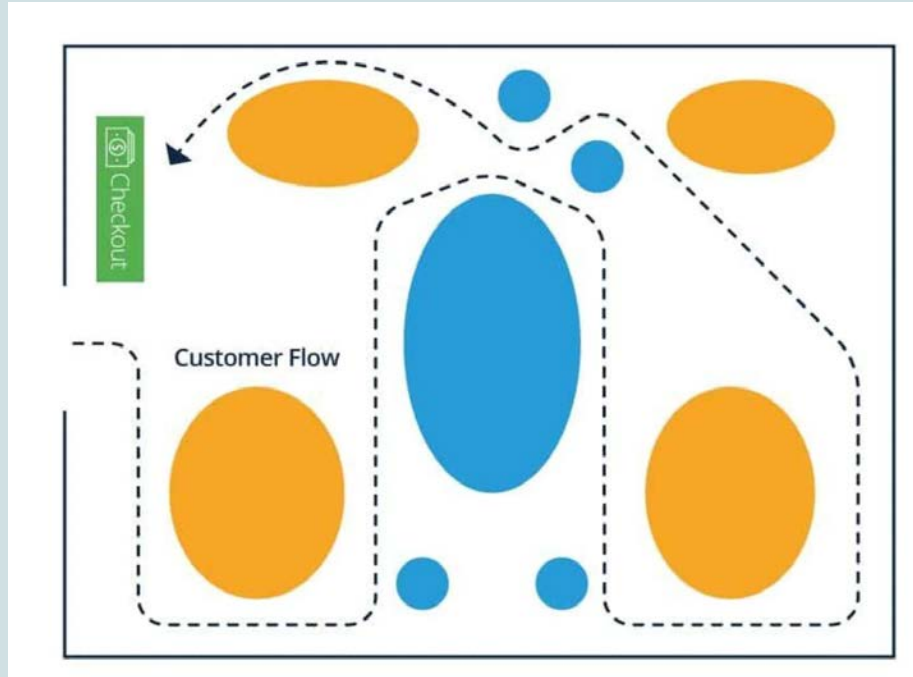
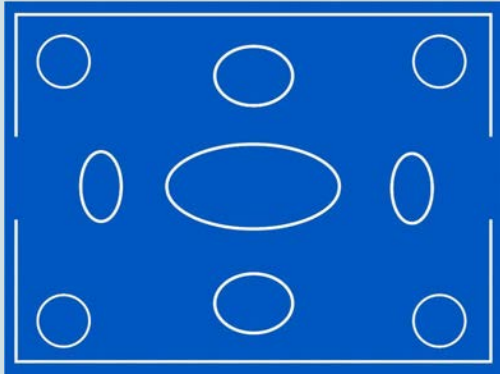
Use many smaller displays in the center of the store to create a dynamic shopping experience. Highly engaging and promotes interaction with all the products on the floor.

PROS	CONS
Perception of higher value	Limited display space
Draws attention to merchandise	Difficult to manage traffic flows
Promotes engagement	Not suited for a high volume of customers
Can easily be updated and changed	

# Store Layout: The 6 Basic Floor Plans

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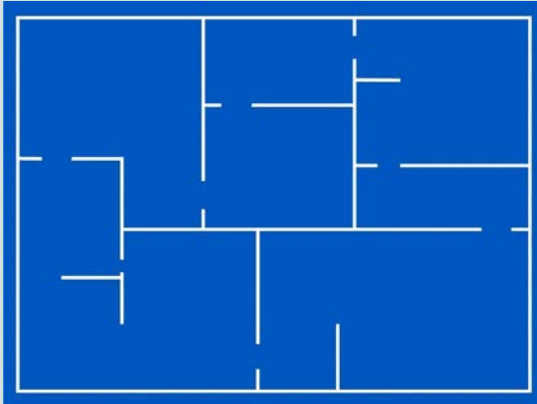
- Angular





# Store Layout: The 6 Basic Floor Plans

- **Forced Path or Guided Path**

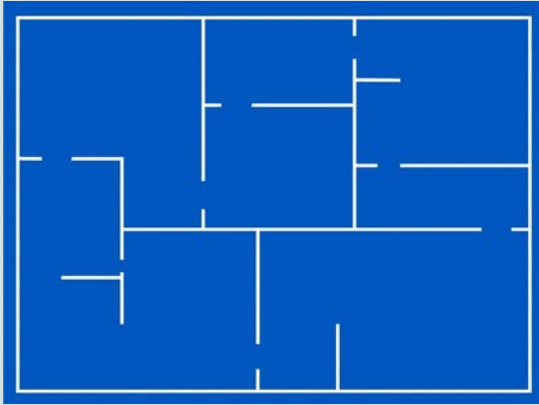


Typically has one pathway that guides customers throughout the store, ultimately dropping them off at the checkout area.

<b>PROS</b>	<b>CONS</b>
Ample opportunity promoting impulse buys	Can be frustrating when shopping for a specific item
Immersive experience	Risk of boring customers
Lots of control over customer experience	Can cause traffic jams if not well-regulated
Promotes exposure to every product	Difficult to design

# Store Layout: The 6 Basic Floor Plans

- Forced Path or Guided Path



# Store Layout: The 6 Basic Floor Plans

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Many Retailers use a combination of these layouts to engage with the customer & drive sales.

**\*\*\*What Layout(s) work for your space?**

**What other Visual Elements besides store layout can we use to help the customer experience?**



# Store Layout: Visual Design Elements

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Our senses play an important role in Visual elements.

**Use Color, Lighting, Scents & Sounds to enhance the shopping experience.**



**TIP!**

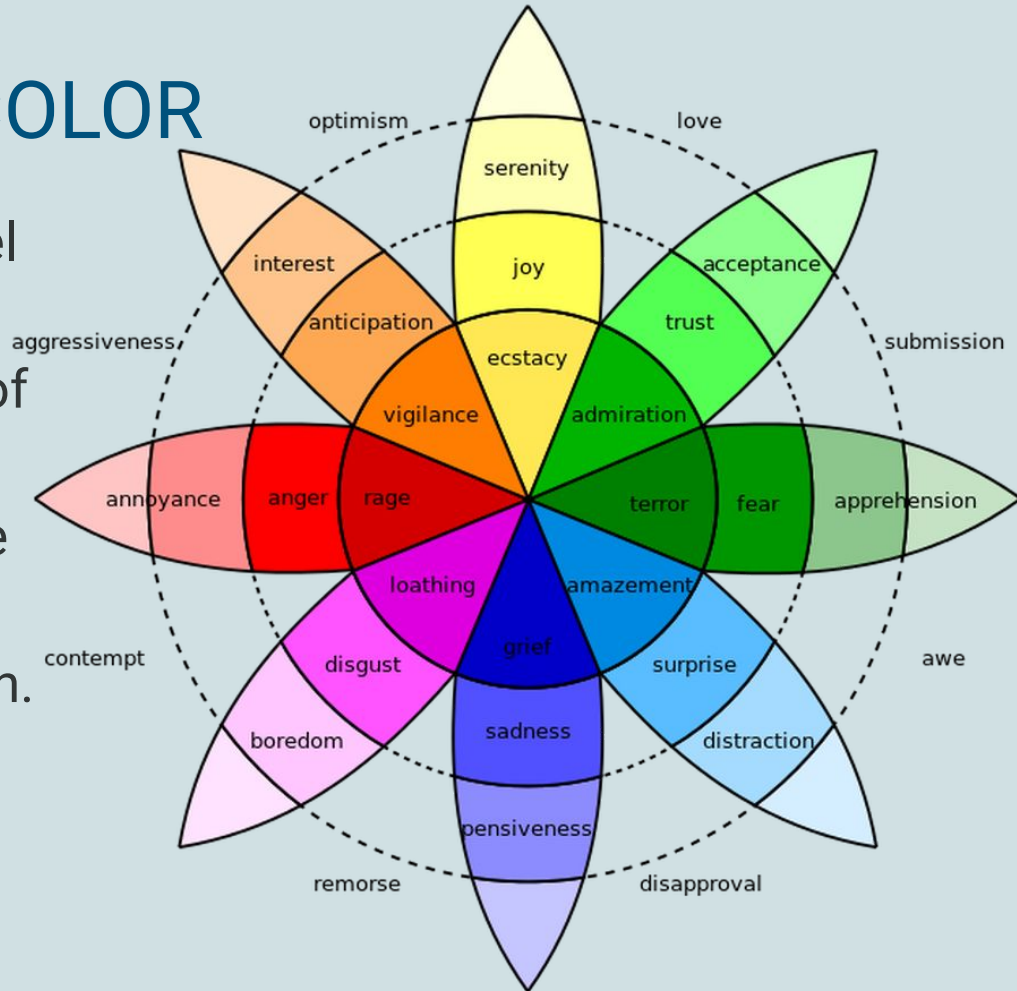
Think like a customer in your own store!



# Re-think Your Space: COLOR

Take a look at this Emotion Wheel designed by psychologist, Robert Plutchik: Most modern versions of the emotion wheel have 8 core emotions at the center. These are joy, fear, surprise, anger, trust, sadness, disgust, and anticipation.

**Emotions intensify as they move from the outside towards the center of the wheel.**

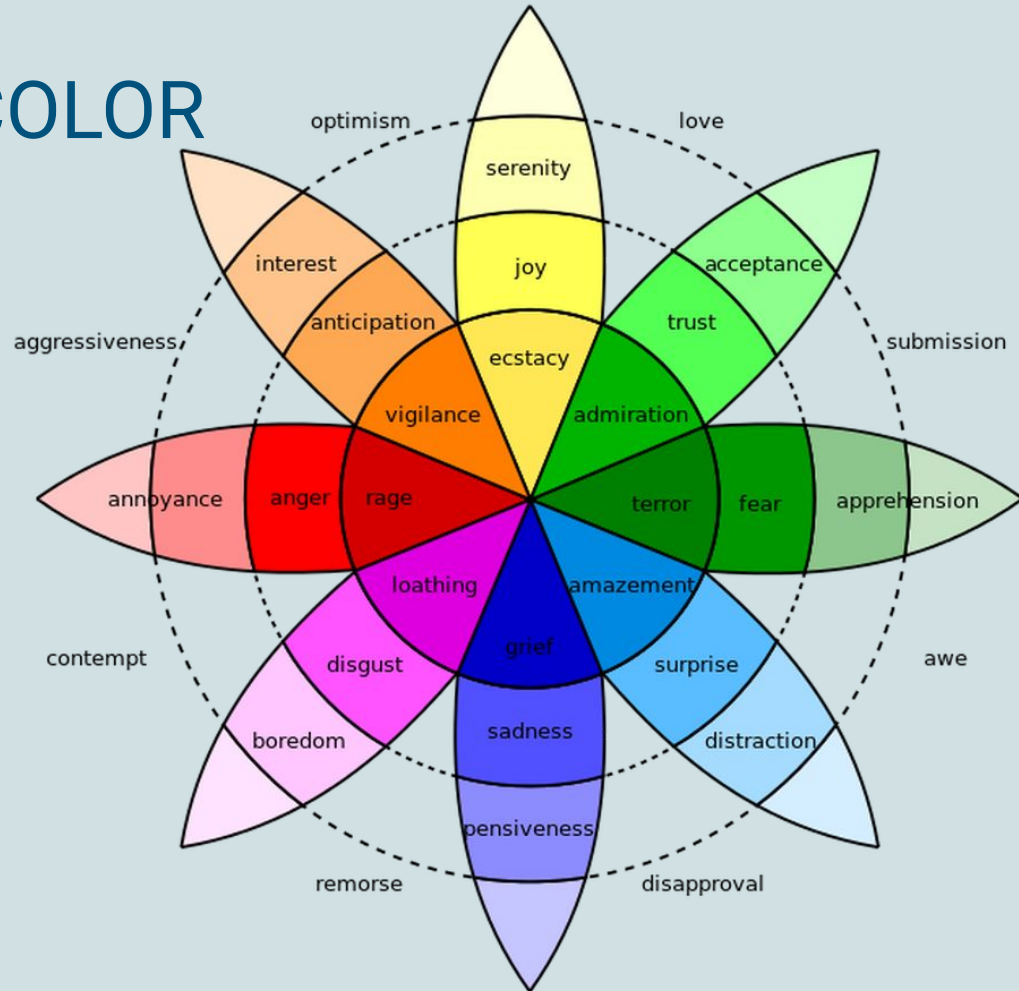


# Re-think Your Space: COLOR

How can we use the Emotion Wheel to help create the best in-store customer experience?

**Be careful with color: too much can be over stimulating.**

Does your store/e-commerce signage & branding reflect an emotion you want your customer to feel? Are the cohesive and work together to help your public brand



# Re-think Your Space: SCENTS

Scent is our oldest and most evolved sense. And today it's used as a marketing tool by retailers to attract, delight, and convert in-store shoppers.

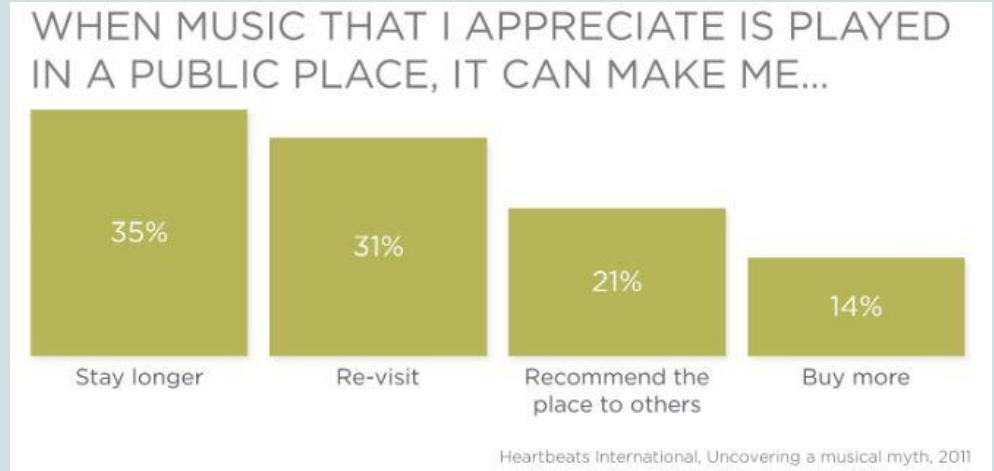


## Commonly Used Scents:

- **Florals**, to encourages buyers to linger in your store
- **Leather**, to evokes feeling of luxury
- **Fresh linen**, to give a crisp, clean feel
- **Lavender** for relaxation
- **Vanilla**, to elevate the mood

# Re-think Your Space: SOUNDS

Music and sound can provide consumers with a warm, welcoming atmosphere - the type of environment that encourages spending.



**What type of sounds are consistently in your store and does it help define your retail space? Keep your music relevant to your customer base. Don't underestimate the power of music!**

# Re-think Your Space: LIGHTING



Retail lighting is a crucial step in the process of creating an inviting atmosphere. It is an easy way to draw people in and sell products.

Lighting for retail typically involves the use of **task lighting**, **spotlights**, and **backlighting** to highlight products and create an inviting atmosphere.



# Re-think Your Space: VISUAL DISPLAYS





# Re-think Your Space: Cross Merchandising/Impulse



# Re-think Your Space: CHECKOUT/CASH WRAP





# Re-think Your Space: CLEARANCE



Use clean, well defined signage to help draw attention to discontinued product

# Re-think Your Space: FLAGPOLES & PARTS





# Re-think Your Space: DIY FIXTURES



Think outside the box to problem solve display struggles.  
Reach out to fellow NIFDA members for ideas!



# Re-think Your Space: VENDOR FIXTURES



Many Vendors offer FREE or discounted fixtures. These time-tested fixtures are investments, designed to drive sales



# Re-think Your Space: REPURPOSED FIXTURES

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Handbag Fixture (L),  
2nd Hand Clothing Rack  
from Craigslist (R)



Vase Turned Stick  
Flag Holder



Modular & Stackable  
Fixtures

# Store Layout: 2020 Store Refresh at Ace Flag



Before - Dark Ceiling, Tough Lighting, Tired Fixtures



After - Contrasting Colors & Fixtures, Featuring Mini "Departments" Within Store



# Store Layout: Military Section



Before - Not Maximizing Space,  
Garage Sale Style Merchandising



After - Added Slat Walls,  
Shelves & Hooks, Product  
Organized by Branch

# Store Layout: 2020 Store Refresh at Ace Flag



Before -  
Harsh Lighting,  
Crooked Display  
And Shelves

After - Updated Fixtures (Used on FB),  
Added Flag Feature Graphics on Wall,  
Cross Merchandised



# Special Thanks to fellow NIFDA Members...

For submitting photos to assist in this presentation:



Dixie Flag

Custom Flag Company



Ace Flag Gift Shop



Fly Me Flag

Columbia  
Flag and  
Banner



# Let's Stay Connected in our Retail Journeys...

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**Join the “Members Only” Facebook Group within the NIFDA page & strike up a conversation.**

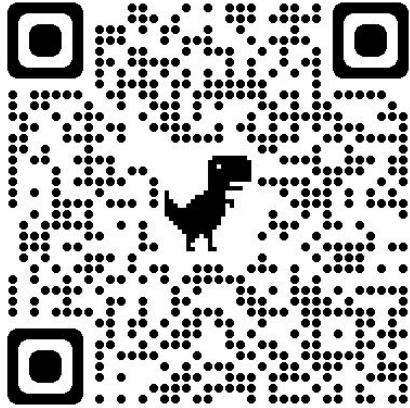


Let's Stay Connected in our Retail Journey...



**Reach out to a member for advice or simply to share a success story. You are not alone, NIFDA Friends!**

# More Tools to assist your Brick and Mortar Business



**Retail Store Audit** - Use when you “Take it Back” to your store

**Resources & References** - Digital collection of references & list of professionals in the retail industry with direct links (websites, socials, podcasts, channels)

