

## NIFDA 2023 Retail Workshop: Brick and Mortar Store Layouts

1. Do you use store windows to pull customers in the store? YES NO
  - a. How many windows do you have? \_\_\_\_\_
  
2. Where is your POS/Checkout positioned within the store? \_\_\_\_\_
  
3. Does your store have an impulse purchase section near the register or another place in the store? YES NO If no, why not? \_\_\_\_\_
  
4. Circle how often you or your team completes the following tasks:
  - a. The last time you moved fixtures around in the store or updated the store layout?  
DAILY WEEKLY MONTHLY QUARTERLY RARELY
  - b. Walked the store in the eyes of the customer?  
DAILY WEEKLY MONTHLY QUARTERLY RARELY
  - c. Cleaning routine (dust, wipe windows and vacuum)?  
DAILY WEEKLY MONTHLY QUARTERLY RARELY
  
5. How would you define the store layout in your words?  
\_\_\_\_\_  
\_\_\_\_\_
  
6. Describe your signage/branding in your store to assist customers to identify merchandise:
  - a. Promotions/Sales  
\_\_\_\_\_
  - b. Departments  
\_\_\_\_\_
  - c. New Arrivals  
\_\_\_\_\_
  - d. Clearance/Discontinued Section  
\_\_\_\_\_
  - e. Store Lighting  
\_\_\_\_\_
  
7. A HUGE benefit of a physical storefront is the human element! What do you want your customer to feel when they come into your retail space?  
\_\_\_\_\_
  
8. What is one thing you will do differently in your store space when you return after convention to drive sales?  
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