Think Small to Win Big: Visual Merchandising and Retail Concepts

Julia Langkraehr
Founder and Director, Retail Profile Europe Ltd
The "Big Rocks" of Life

Dr. Stephen R. Covey, *First Things First*

One day this expert was speaking to a group of business students and, to drive home a point, used an illustration. I'm sure these students will never forget. After I share it with you, you'll never forget it either.

As this man stood in front of the group of high-powered overachievers he said, "Okay, time for a quiz." Then he pulled out a one-gallon, wide-mouthed Mason jar and set it on a table in front of him. Then he produced about a dozen fist-sized rocks and carefully placed them, one at a time, into the jar.

When the jar was filled to the top and no more rocks would fit inside, he asked, "Is this jar full?" Everyone in the class said, "Yes." Then he said, "Really?" He reached under the table and pulled out a bucket of gravel. Then he dumped some gravel in and shook the jar causing pieces of gravel to work themselves down into the spaces between the big rocks.

Then he smiled and asked the group once more, "Is the jar full?" By this time the class was onto him. "Probably not," one of them answered. "Good!" he replied. And he reached under the table and brought out a bucket of sand. He started dumping the sand in and it went into all the spaces left between the rocks and the gravel. Once more he asked the question, "Is this jar full?"

"No!" the class shouted. Once again he said, "Good!" Then he grabbed a pitcher of water and began to pour it in until the jar was filled to the brim. Then he looked up at the class and asked, "What is the point of this illustration?"

One eager beaver raised his hand and said, "The point is, no matter how full your schedule is, if you try really hard, you can always fit some more things into it!"

"No," the speaker replied, "that's not the point. The truth this illustration teaches us is: If you don't put the big rocks in first, you'll never get them in at all."

What are the big rocks in your life? A project that you want to accomplish? Time with your loved ones? Your faith, your education, your finances? A cause? Teaching or mentoring others? Remember to put these Big Rocks in first or you'll never get them in at all.
Think Small to Win Big
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Visual Merchandising and store design
• Considerations
• Criteria
• Signage

How to evaluate a store
• Store evaluation

Centre image – Questions to ask?

Retail Concept Trends
Why is Visual Merchandising and Retail Store Design Important?
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A. Why is Visual Merchandising & Store Design Important?

1. What is it?
   a. The senses
   b. Sight
   c. Sound
   d. Scent
   e. Touch

2. Presentation at Merchandise
Think Small to Win Big
1. Who is the customer?
2. What is the image?
3. How does the store name convey the theme?
4. What is the retail story?
1. Knowledge/Credentials/Experience
2. Technical Criteria
3. Design Criteria
Storefront Design

a. Storefront Entries
b. Entry Floor
c. Storefront Windows
d. Display Zone
e. Storefront Closure
f. Storefront Colour and Finish Materials
g. Lighting
a. Primary Sign Types
b. Secondary Signage Types
c. Types of Signs
   1. Panel Signs
   2. Blade Signs
   3. Plaque Signs
f) Fixtures & Merchandise Displays  
g) Cash Wrap  
h) Light Fixtures  
i) Architectural & General Lighting  
j) Ornamental Hardware
a) Floorings
b) Ceilings
c) Partitions
d) Finish Materials
e) Floor Plan/Circulation Design
How to evaluate a store visually

1. How Customers Perceive a Store
2. How Presentation of Merchandise Affects Sales
Evaluating Key Points of a Store

a) Store Front
b) Store Window
c) Fixtures
How To Evaluate A Store

Evaluating Key Points of a Store

d) Lighting/Ambience
e) Environment
f) Colour
How To Evaluate A Store

Evaluating Key Points of a Store

g) Cash Wrap
h) Presentation Table
i) Merchandise
f) POS Signage

g) Staff Uniform/ Apparel Statement

h) Exit Statement
How To Evaluate A Store

Evaluating Key Points of a Store

j) Store Design
k) Signage
l) Dressing Room
How To Evaluate A Store

Evaluating Key Points of a Store
m) Greeting
n) Suggestion Selling
o) Follow-through Sales
p) Advertising
Exercise - Evaluate a Store
Store’s Strong/Weak Points and Focus
Vacant Stores
1. Barricades
2. Display Windows
3. Temporary Tenants

In-Line
Pop In/Bump Back Retail

- Front part of a Space
- Used to fill a void
Branded Pop Up Shops
Consumer Driven

- Demand and response to “Fast Retailing”

Retail Cycle – value chain

Consumers expect more
• Apple

• Zara
Questions to Ask?

Does it add value to the:

Customer Experience?
• Fun and Excitement

Centre Atmosphere & Entertainment-Worth?
• Exciting and Attractive

Merchandise Selection?
• Easy to Shop
• Attractive
• Well-displayed
Where are the appropriate locations?

What is the highest and best use of this location?
Cash Points
Activity: Animal Rides
Activity: Sponge Bob
Climbing Wall
Activity: Bungee
Airport Pop Up Retail
Airport Pop Up Retail
Outdoor

ICSC Baltic States National Committee

[Image of a red container store with the Puma logo and a view inside the store]
Unique Kiosk Brings A Taste Of Taiwan To Bristol

Background
• Founded by Lee Peacock and Amy Miles, who spent several years travelling in Taiwan.
• Bubble tea is the national drink of Taiwan and can be created in a variety of unique flavours, served hot or cold.

Retail Activity
• CUPP began trading from a converted Citroen H van before replacing it with an innovative kiosk in the form of a converted shipping container.
• The container, named the CUPP Box, is a unique concept and the first of its kind in the UK.
• Since trading from the CUPP Box, sales have seen a steady increase of 23% in revenue in the first 2 weeks compared with the mobile van and an overall increase of 55% in weekly revenue since launch.

“We had a fantastic three months trading from the van at Cabot Circus but we reached capacity and couldn't keep up with demand. The container was the perfect solution both creatively and functionally. Quakers Friars is the perfect location for the CUPP Box and the Cabot Circus team have been very supportive of our vision.”

Lee Peacock, Co-founder, CUPP
Social Media – To Support Retailers and Promoters
Questions to Ask?

- Is it in the right location?
- Is it earning maximum revenue?
- Is it taking away from permanent retailers?
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THE ULTIMATE CUSTOMER EXPERIENCE

With a greater focus on customer experience, companies can realize a positive impact on these key online metrics:

- Website Traffic
- Referrals
- Conversion Rates
- Average Order Value
- Revenue
- Customer Lifetime Value

CUSTOMER EXPERIENCE + CUSTOMER LOYALTY

The personal attention given to an in-store consumer promotes confidence and trust that leads to repeat business. A similar online experience will result in returning website traffic and more revenue.

Did an online experience influence whether or not you purchased a product or service from a brand?
- 97% YES

Has an online experience ever changed your opinion about a brand or the products or services it offers?
- 65% YES

More likely to:

- Tell their friends: 58%
- Consider purchasing again: 73%
- Switch to a competitor: 89%
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Revitalise the Shopping Experience