

# RETAIL OUTLET

Although every retail store is different, they all have one goal and one goal only: to get customers over the threshold and influence them to part with their cash. Retailers have tried everything from playing music, to filling their stores with alluring scents – and while it is nothing new, there is a real art to getting it right.

It starts with retail store design, and with years of experience in delivering award-winning commercial interior designs, we are masters of this art at Green Room. From the initial planning through to implementation and delivery, the trick to getting retail store design right is understanding the customer.

We're going to look at seven retail design techniques that will transform any retail environment.

1. EYE-CATCHING VISUAL MERCHANDISING
2. SLOW DOWN THE CUSTOMER JOURNEY IN THE STORE
3. MARK OUT THE CUSTOMER PATHWAY AROUND THE STORE
4. STEER CUSTOMERS TO THE RIGHT OF THE STORE
5. BE BOLD, CREATIVE AND INNOVATIVE WITH STORE DESIGN
6. AERATE THE STORE DESIGN AND LAYOUT
7. MAKE THE MOST OF ANY SHOP SPACE