

# Location and Layout for Retail Outlet



## Types of retail location

Free standing locations (highway dhabas)

Neighbourhood stores  
(mom and pop shops/ Kirana)

Highway Stores  
(National highway shopping areas)

Business Associated Locations  
(Chandni chauk, Virhana road)

## Objectives of store design

Implement the retailer strategy

Influence customer buying behaviour

Provide flexibility

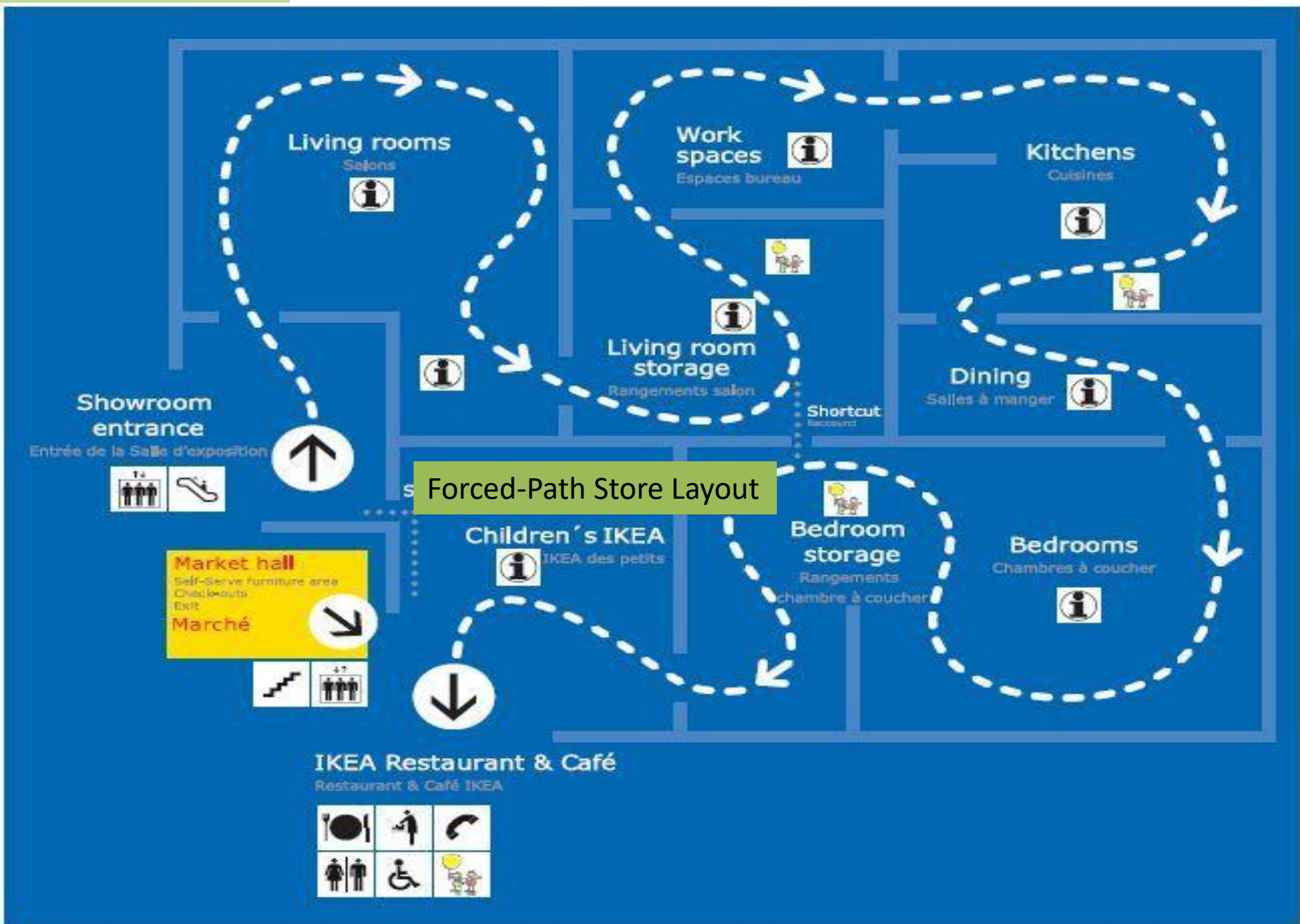
Control design and maintenance cost

Meet legal requirements

Factors influencing store design

- Geographic location
- Size of building
- Accessible Walkways
- Furniture and exterior space
- Style of architecture
- Color of interior and exterior
- Entrance and exit
- Exterior window

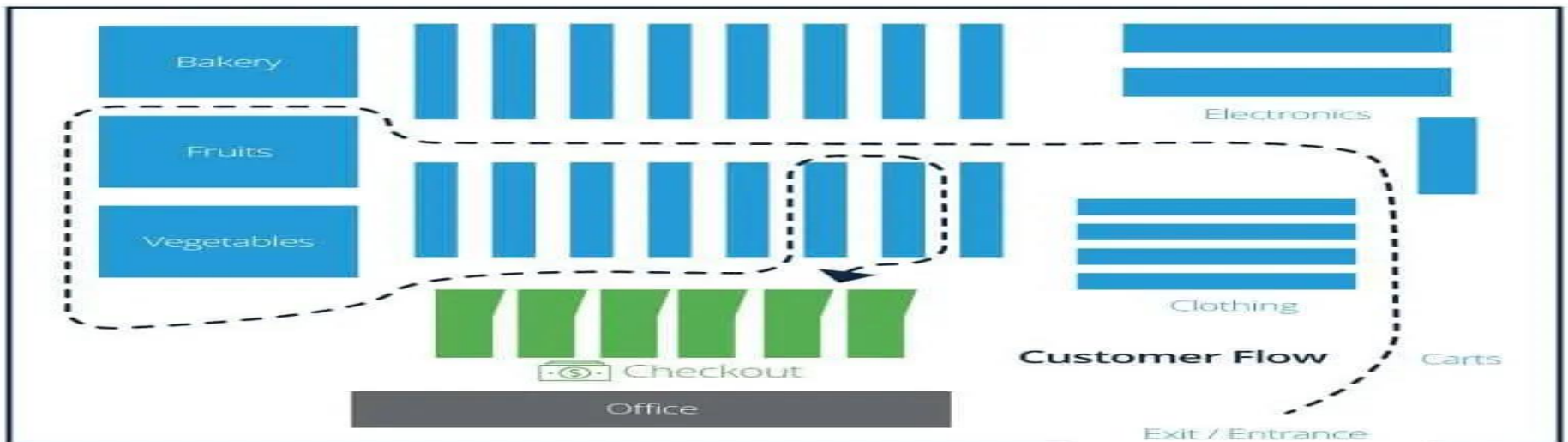
# Retail Store Layouts



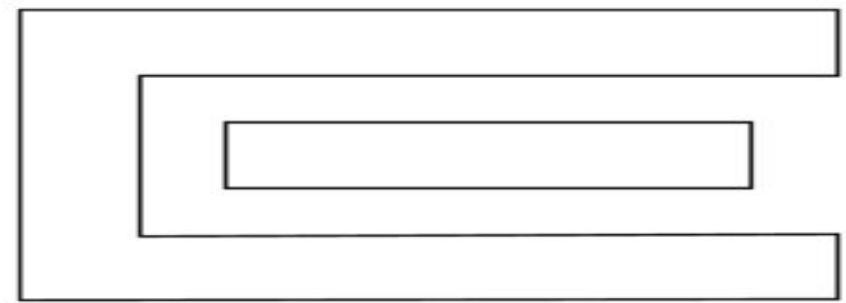
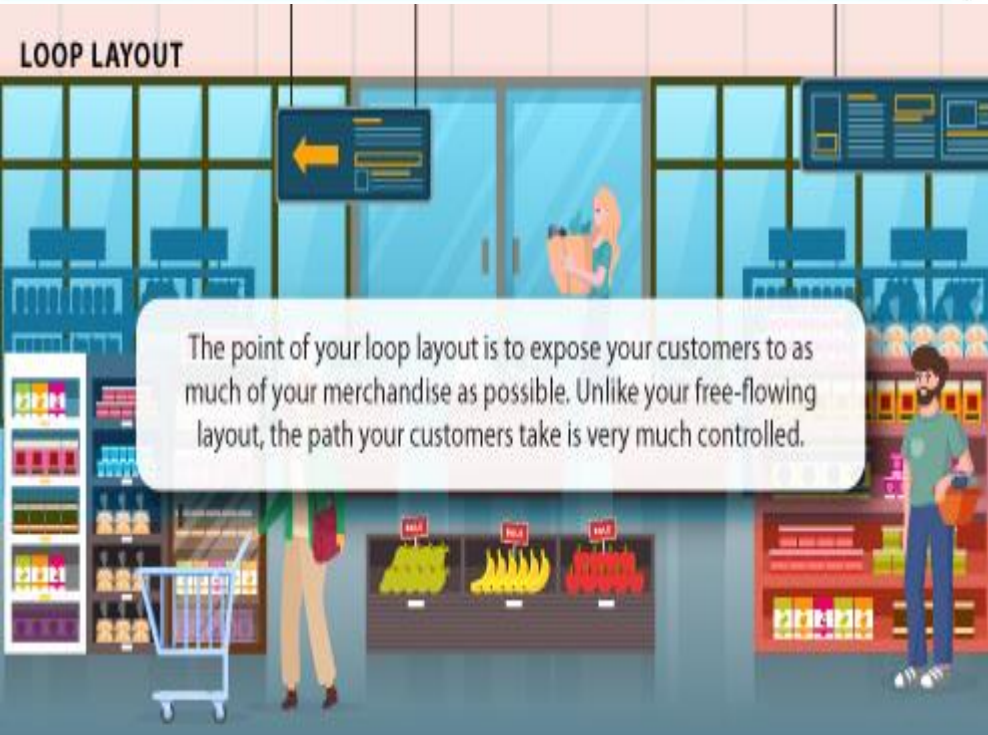
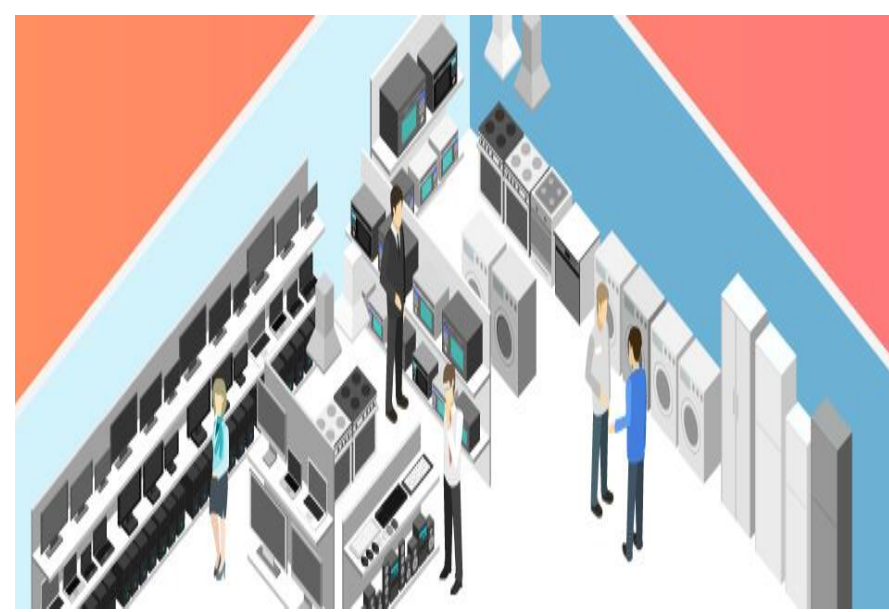
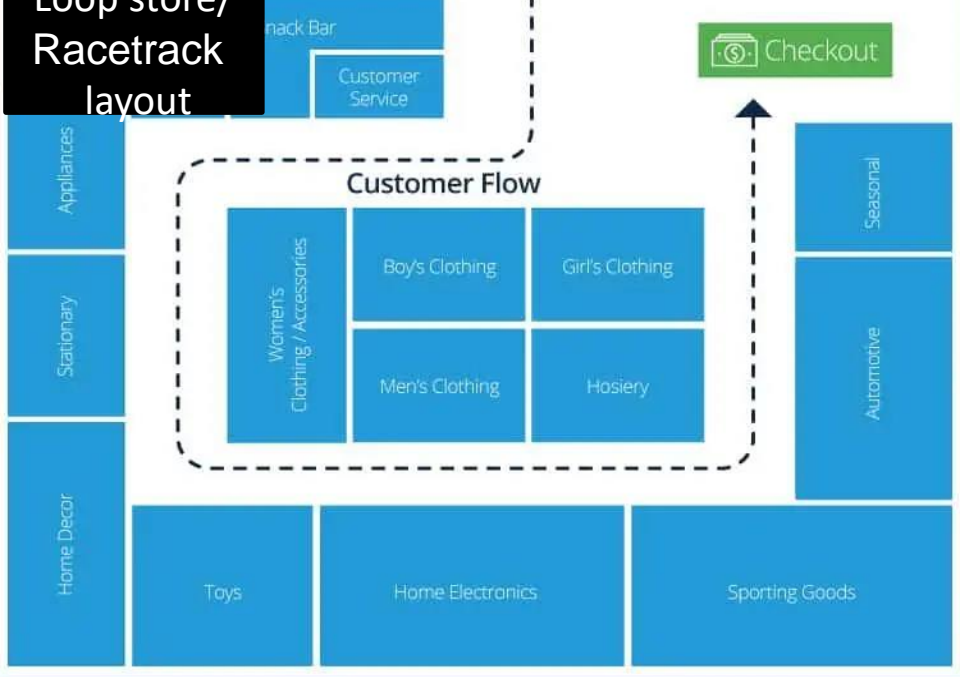
staple products



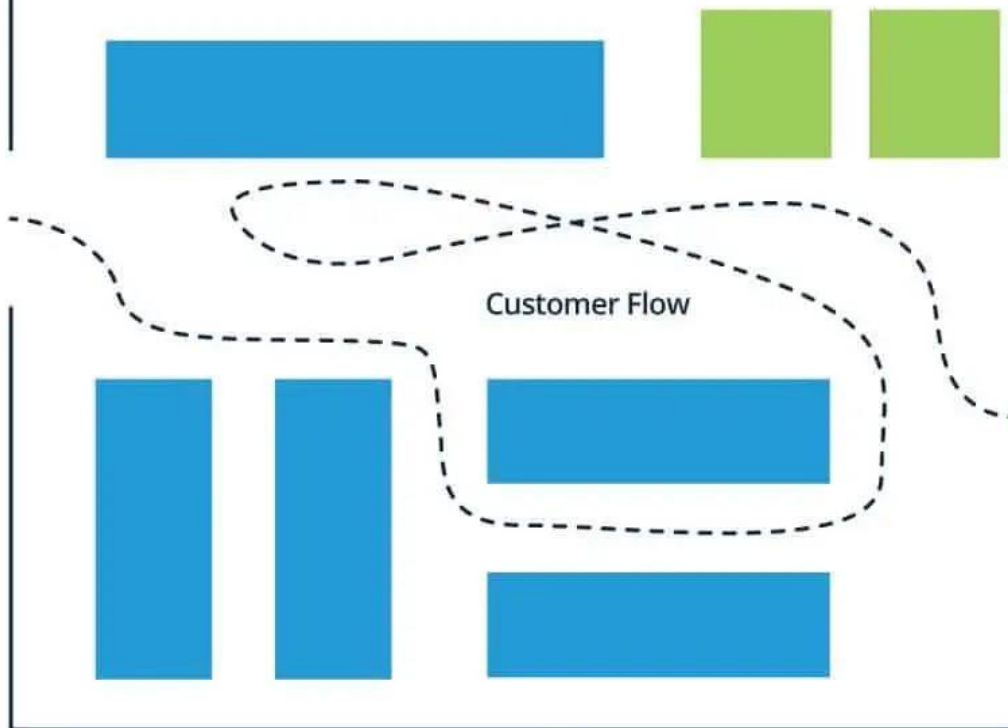
Grid Store Layout







## Straight Store Layout



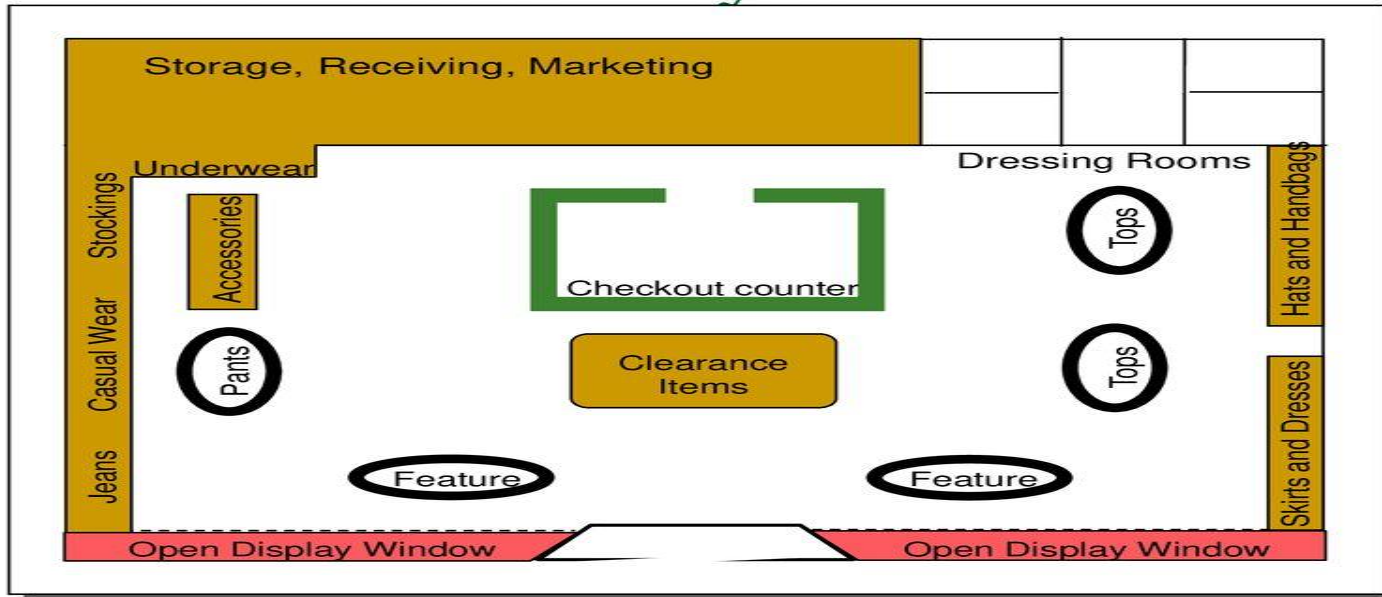
A basic straight design helps pull customers towards featured merchandise in the back of the store.

Liquor stores, convenience stores, and small markets use the straight design efficiently. However, the drawback is the simplicity: Depending on how a customer enters the store and moves past the transition zone, it may be more difficult to highlight merchandise or draw them to a specific location.





# Free-Flow Layout



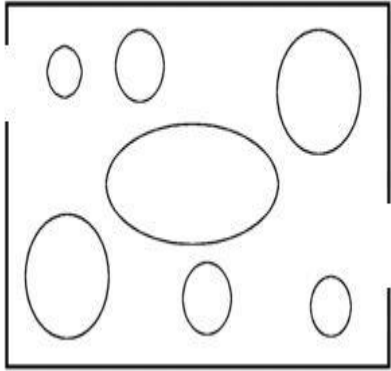
- Fixtures and merchandise grouped into free-flowing patterns on the sales floor – no defined traffic pattern

- Works best in small stores (under 5,000 square feet) in which customers wish to browse

- Works best when merchandise is of the same type, such as fashion apparel

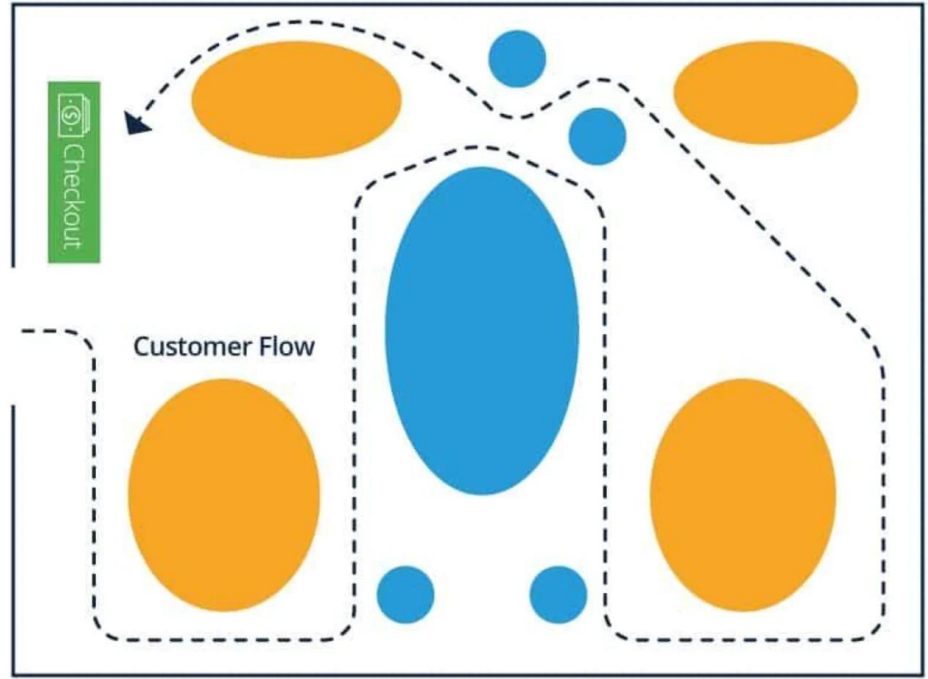
- If there is a great variety of merchandise, fails to provide cues as to where one department stops and another starts





## Angular Floor Plan

1. Uses a lot of curves and angles of fixtures or walls to create diversity visual and sophisticated feeling.
2. Have less spaces for product to displayed.
3. High end store, jewelry store often use angular floor plan.
4. Soft angles creates better traffic flow throughout the whole retail.





Herringbone store layout-It has very long, narrow retail space, the herringbone layout is one to consider.

