

LARSON · JUHL®

Top Tips – Store Layout

- Keep it clean – Keep everything neat, clean and clutter free.
- Avoid narrow aisles – Make sure aisles are wide enough for customers to pass without touching each other.
- Keep the space visually open – Tall shelving is great for stocking products, but it limits shoppers' view so they may not see products that you have displayed in another area.
- Arrange the products in a visually striking way – Follow a clear theme.
- Avoid the 'decompression' zone – The area just inside the main entrance to your store is referred to as the 'decompression zone' because it is usually required space for your shoppers to 'adjust' to the store. This area needs to be attractive and inviting, but avoid informational or promotional items as they will typically go unnoticed.
- Let there be light – When did you last re-lamp your store? Don't make your customers squint. Studies show we need three times more light to see at age 60 than we did when we were 23.
- Create power zones – Power zones draw special attention to particular products and make a statement about it - such as 'we have the biggest variety of this item'.
- Prime location – Studies show the right of the main entrance is prime selling space; as most people are right handed, they automatically turn or move to the right when entering a store.
- This area should be filled with your most desirable items.
- Eye line is buy line - 64% of sales come from the area directly in your customers' eye line so use it well.
- The end of the buying experience – The area surrounding your cash register can be used to increase impulse buying. Use counter tops and surrounding walls to feature new and exciting items. Be careful to avoid overcrowding.