Entrepreneurs & Their Communities
Monthly Webinar Series

Retail Layout and Design
September 2012
Kathy Kelley, PSU Extension

RETAIL LAYOUT AND DESIGN
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Penn State Extension
Our purpose for properly designing an appealing retail outlet:

• "If we went into shops only when we needed to buy something, and if once in there we bought only what we needed, the economy would collapse, boom."
  
  • Paco Underhill, CEO Envirosell

Our goal: To keep the customer in the store for as long as possible.
To achieve that, we’ll talk about:

- Creating a visually appealing entrance and utilizing your windows
- Color and wall texture, ceilings and walls, music and other sounds
- Layout and guiding customers through the outlet
- Placing and displaying merchandise

Why Spend so Much Time and Energy on Layout and Design?
How long does it take for your female customers to decide if your store is the “right” place for them?

Women: three seconds
How long does it take for your female customers to decide if your store is the “right” place for them?

**Women: three seconds**

What can we do to convince them to stay after that three seconds is over?

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How much time do women spend shopping with....

- A man: 4 minutes, 41 seconds
How much time do women spend shopping with....

• A man: 4 minutes, 41 seconds
• Alone: 5 minutes, 2 seconds

How much time do women spend shopping with....

- A man: 4 minutes, 41 seconds
- Alone: 5 minutes, 2 seconds
- Children: 7 minutes, 19 seconds
- A female companion: 8 minutes, 15 seconds

This combination also spends more money than women who shop alone.

The Entrance Should be Visible From a Distance and Inviting

Use plant material to set the “stage”
Even in the center of a busy city – the entrance can still be inviting
Would these windows encourage you to step inside?

What about this window?

Should you have an open or closed back window?
Atmospherics

- Concept that emphasizes the importance of the following on consumer perceptions, emotions, and behavior, in regards to the retail environment:
  - Floors, walls, ceilings
  - Colors
  - Lighting
  - Sounds
  - Furnishings

Together they help create the stage for retail theatre.
Let’s start with color
“Research shows that people make a subconscious judgment about a person, environment, or object within 90 seconds of their initial viewing and that more than 60% of that assessment is based on color alone.”

How might we select wall color?
A few options include:
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• Color of merchandise we place in front of the wall
• Our brand’s color
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• Color of merchandise we place in front of the wall
• Our brand’s color
• The color of the season
• As well as a how color makes us feel
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• As well as a how color makes us feel

What color will you paint your walls?
What color will you paint your walls?

Red: “Excites and motivates but in excess it can cause anxiety and tiredness.”

Medium blue: Slows people down

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empower-yourself-with-color-psychology.com/color-meanings-in-business.html
What color will you paint your walls?

Orange: Stimulating and also says 'affordable', yet good quality

Medium brown: “Nature, wholesome food and agricultural products”
Use different textures to create separate spaces

Contrasting shelving and wall color can also attract and direct customers
Ceiling deserve attention, too

Burlap provides shade but it (and other cloth) can also lower the ceiling height
Flooring can moderate the rate at which customers walk through our store.

Should you play music?

• “Shoppers do respond psychologically and behaviorally to environmental factors such as music even though few shoppers consciously note the presence of music.”

But, don’t ignore other “sounds”

Consumers consider how a water feature or fountain sounds in their purchasing decision
Putting it all Together

The Silver Spider: Floors, Walls, Ceiling
The Silver Spider: Floors, Walls, Ceiling

Floors, walls, ceiling: Winery examples
Floors, wall, ceilings

Moving Into and Around the Store
The “Transition” or “Decompression” Zone

A space of 10 to 15 feet

After the transition zone: Prime selling area

Transition/Decompression Zone:
10 to 15 feet
After the Transition Zone: First 1/3 of the retail outlet is the prime selling space.

Transition/Decompression Zone: 10 to 15 feet

Where to place seasonal items or items of great interest.

To addition departments

New items of interest

Blend into other goods

Display/goods rotation

Prime selling space

Transition/Decom. Zone

Blend into other goods

Designated clearance section
How often should you rotate displays & goods?

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It is often necessary to stock goods in rows...
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Store layout: Boutique style

“The Bowl of Beauty”

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Store layout: Boutique style

Use lighting, colors, textures and your product to attract attention
Boutique style examples

Ensure customers have enough room to freely move throughout your space
What percent of your floor space should you allocate to product?

40%
What percent of your floor space should you allocate to product?

40%

What is the remainder of the space for?

Browsing
Strategically place “anchor” goods

Displaying Goods
We know that we need to place all plant material on benches...

A homemade acceptable bench
This area is neat and clean, but is the display all that exciting?

Glass shelving supporting glasses – not enough contrast
Wood walls, wood support beams, wood shelving, and wood floors...

Use various heights and unique surfaces to display goods
Use various heights and unique surfaces and objects to display goods

Display goods as they could be used in the customer’s home & arrange by complementary colors
Display niche goods on fixtures related to their use

Books: Display and seating
Books: Display and seating
Your checklist

• What overall “feeling” do you want customers to have when they shop at your outlet?
• What can you do (or change) to encourage movement throughout your store?
• Are you displaying goods in a way that draws customer attention?
• Would your store pass the three second test?

Thank You!

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Next month – Oct 11, 2012
Establishing a microenterprise lending program