# Store Layout in Retail

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# Store Layout: Allocation of Floor Space

- Selling space
- Merchandise space
- Personnel space
- Customer space

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# Product Grouping Types

- Functional product groupings
- Purchase motivation product groupings
- Market segment product groupings
- Storability product groupings

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# Straight Traffic Pattern

**Advantages**

- An efficient atmosphere is created
- More floor space is devoted to product displays
- People can shop quickly
- Inventory control and security are simplified
- Self-service is easy, thereby reducing labor costs

**Disadvantages**

- Impersonal atmosphere
- More limited browsing by customers
- Rushed shopping behavior

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# How a Supermarket Uses a Straight (Gridiron) Traffic Pattern



# Curving Traffic Pattern

**Advantages**

- A friendly atmosphere
- Shoppers do not feel rushed
- People are encouraged to walk through in any direction
- Impulse or unplanned purchases are increased

**Disadvantages**

- Possible customer confusion
- Wasted floor space
- Difficulties in inventory control
- Higher labor intensity
- Potential loitering
- Displays may cost more

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# Interior (Point-of-Purchase) Displays

- Assortment display
- Theme-setting display
- Ensemble display
- Rack display
- Case display
- Cut case
- Dump bin

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# Online Store Considerations

**Advantages**

- Unlimited space to present assortments, displays, and information
- Can be customized to the individual customer
- Can be modified frequently
- Can promote cross-merchandising and impulse purchasing
- Enables a consumer to shop in quickly

**Disadvantages**

- Can be slow for dialup shoppers
- Can be too complex
- Cannot adequately display three-dimensional aspects of products
- Requires constant updating
- More likely to be exited without purchase

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# Increasing Shopping Time In-Store

- Increasing amount of time a shopper spends in a store (excluding waiting in a line)
- Experiential merchandising
- Solutions selling
- Co-branding
- Enhanced shopping experience
- Wish list program

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# Community-Oriented Actions

- Make stores barrier-free for disabled shoppers
- Show a concern for the environment
- Support charities
- Participate in anti-drug programs
- Employ area residents
- Run sales for senior citizens and other groups
- Sponsor Little League and other youth activities
- Cooperate with neighborhood planning groups
- Donate money/equipment to schools
- Check IDs for purchases with age minimums

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Thank You

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