

FACT SHEET

RETAIL SPACES

Almost all tourism businesses have retail spaces. The success of these spaces can be the determining factor in a profitable business.

Why have a retail space?

- Sell your products
- Sell complimentary products
- Support the local economy by selling other people's products
- Create partnerships with other businesses to sell each other's products
- To help people understand the value of your product

What can you sell in a retail space?

- Things that you make
- Experiences you offer
- Things that help people remember your brand
- Things that help people remember their experience with you
- Other products and experiences that compliment and enhance your products

What kind of selling methods are possible?

- Personal service - boutique model - relies on a great customer service system
- Self selection - department store model - relies on great displays
- Self service - supermarket model - relies on great packaging and brand recognition
- Assisted service - traditional furniture store model - a taste now, buy later model - relies on a great visitor experience

What do I need to consider when designing a retail space?

- Make it clear what is for sale, and that it is readily available
- Atmosphere - display your product in a branded character environment
- Detail, scale and proportion - Size the display according to the scale of the product and how much you want to sell
- A clutter free entry - customers need a welcoming space to take stock of your store, develop an opinion of your brand and even make judgements about value and price.
- Maximise your 'power wall' to the right of the entrance with flexible, high interest displays
- Personal space - shoppers don't want to be crowded. Give them at least 1.2m clear pathways to stop and look, pick up and purchase
- Foot traffic and flow - map your product zoning - best sellers to the rear, impulse buys at point of sale, promotional and new items toward the front.
- Use 'speed bumps' or merchandise outposts to slow people down through the store.
- Plan your fixtures to provide a coordinated brand defining backdrop, and let your products pop!
- Set up a workable stock room
- Perception of value and price point is tied to display and surroundings - design a brand and quality appropriate setting for your product to achieve the best price

How much space?

- The ratio of sales to ancillary area (shop : service and storage) is around 45 : 55 for small shops and up to 60 : 40 for a supermarket

Learn more?

Get advice from [Business SA](#) on successful sales strategies
Contact [Studio S2 Architects](#) for a no-obligation phone conversation



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