

# DESIGNING FOR SALES

## The Top 5 Mistakes Made In Food Catering and Fresh Food Store Designs

Australian Retail Design is some of the best in the world. Many of our client's designers and Retail Design Managers have done an awesome job in raising the bar on managing and influencing retailers to strive for design excellence in their store fitouts.

Our view at Brain & Poulter is that store design now contributes some 50% to the sales performance of any store. In other words, food retailers can no longer rely just on selling great food or offering great value. Customers evaluate whether to purchase INITIALLY on their overall first impression of the store design.

It is how well the store design effectively communicates the shop's food offer, anticipated pricepoint, quality, ranging and service experience that influences a shopper to stop and buy or keep walking. Their in store experience then determines if they will come back AGAIN!

Brian & Poulter has devised a 157 point checklist of all the design elements that can affect a store's sales performance and how to design for MAXIMUM SALES. We thought you may be interested to know the Top 5 mistakes we find in initial store designs that unbeknownst to most retailers, store designers and RDM's can massively impede sales.

### 1. Designing Without A Permitted Menu

Number 1 on our list is starting the design from the floor plan rather than the menu. A carefully constructed design brief identifies all the products that need to be merchandised in the store, the stock amounts that need to be displayed and what products get top billing. Too often, product is not considered and as a result, the store needs to keep adding extra cabinets, display shelves, etc after trade commences which dilutes the design and creates visual pollution in store.

### 2. No Consideration of the Customer Journey

Any store must consider how the customer will use the store. How will they see it from 25meters away? How will they queue? Where do they get services? How do they find out prices? Where do they pay? Is this laid out in a logical and efficient manner for the customer to use?



### 3. Failure to Make the Core Items the Hero

Using the "Pareto" principle that you may be aware of, around 80% of a store turnover will come from around 20% of the menu range. Too often, we find that this core menu range if not given the HERO status it deserves in terms of in store location or area, with valuable and expensive store frontage been given over to product that appeals to the smallest percentage of the target market. There is a true science to menu engineering, display cabinets and store layouts that can substantially change a store's sales.



### 4. Unreadable Menu Boards

For food catering in particular but also important in sectioning of fresh food retailing, menu boards and ticketing are the silent salesmen that allow customers to discreetly make decisions as to whether they will proceed to purchase. Especially with the move to LCD screens, we are finding font sizes decreasing and menu layouts becoming illogical, all of which make it too difficult for customers to discreetly and quickly identify core products and price points and thus they purchase elsewhere.

### 5. The Devil's In The Detail

Our final 5 is thinking through all the little design elements that add value to the customer experience. Where will customers collect their cutlery, condiments, etc? How will they know what drinks are available or what today's specials are? Generally, we find these elements become "tacky" add ons after the store has opened rather than being considered at the design phase so they can be designed in a "congruent" manner that enhances and builds on the brand rather than diluting it.

We trust you will be able to put these tips to good use in your next design review. Should you wish to utilise Brain & Poulter's Design Review service as a compliment to your Design Review, please contact our office NOW for a detailed proposal.

**brain & poulter**  
Australia's No#1 Food Consultants

t. 61 2 8231 5799  
f. 61 2 4868 2377  
w. www.brainandpoulter.com.au  
a. Suite 3 Clarence House,  
9 Clarence St,  
Moss Vale NSW 2577  
abn. 56 133 375 416