

# STORE LAYOUT



Mrs. Gracy Dsouza, Assistant Professor  
J. M. Patel College of Commerce

# Store Layout



- ❧ The store layout is the arrangement of floor space to promote the sale of fashion products.
- ❧ A retailer can be arranged as a series of departments or groupings of merchandise.

# Store Layouts



- ❧ To encourage customer exploration and help customers move through the stores
  - ❧ Use a layout that facilitates a specific traffic pattern
  - ❧ Provide interesting design elements
  
- ❧ Types of Store Layouts
  - ❧ Grid
  - ❧ Racetrack
  - ❧ Free Form
  - ❧ Spine



# ∞ TYPES OF STORE LAYOUT

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# 1. Loop/Racetrack Layout



Provides a major customer aisle that begins at the entrance, loops through the store, usually in the shape of a circle, square, or rectangle, and then returns the customer to the front of the store.

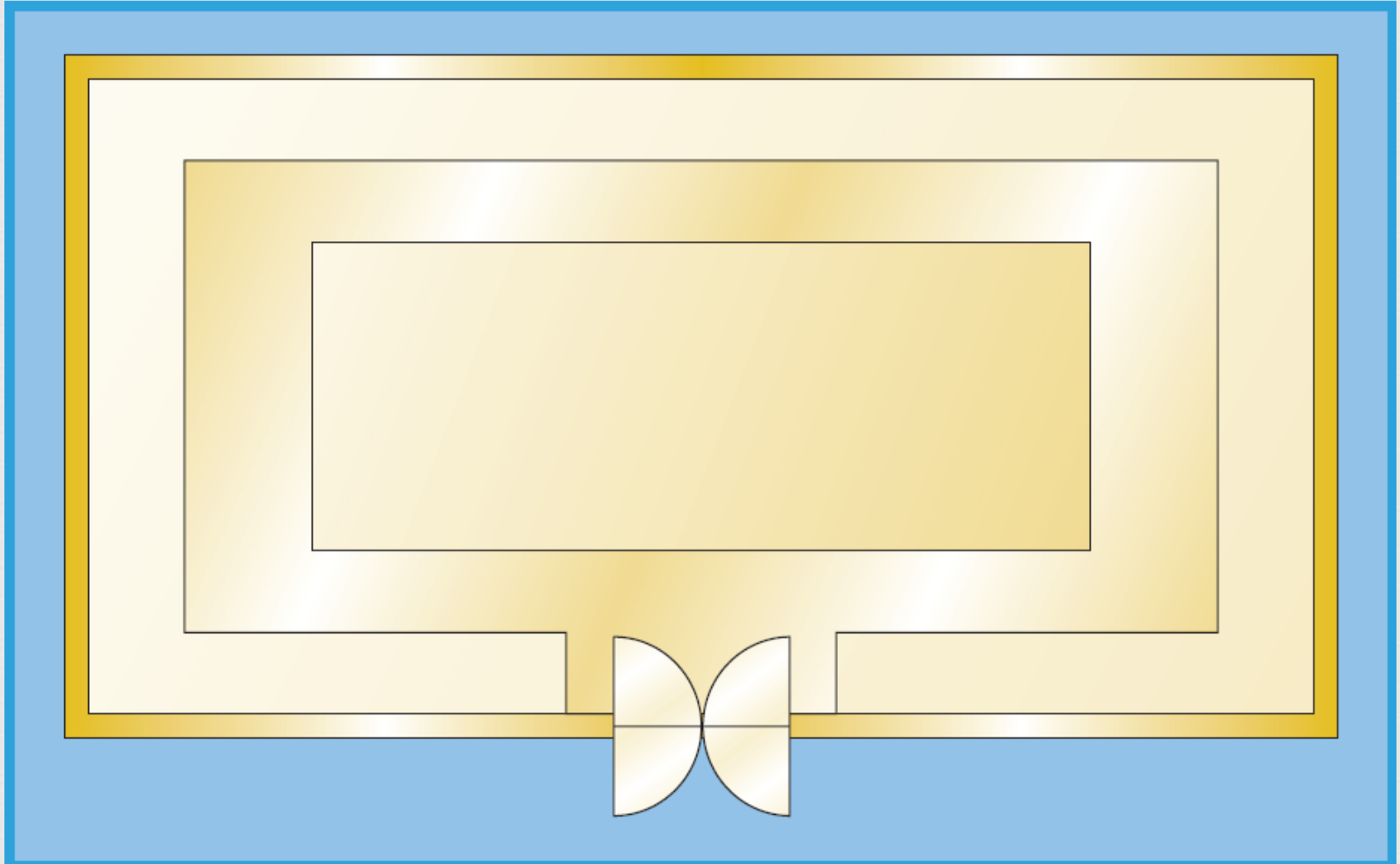
It is also referred to as a racetrack layout

# Racetrack Layout (Loop)

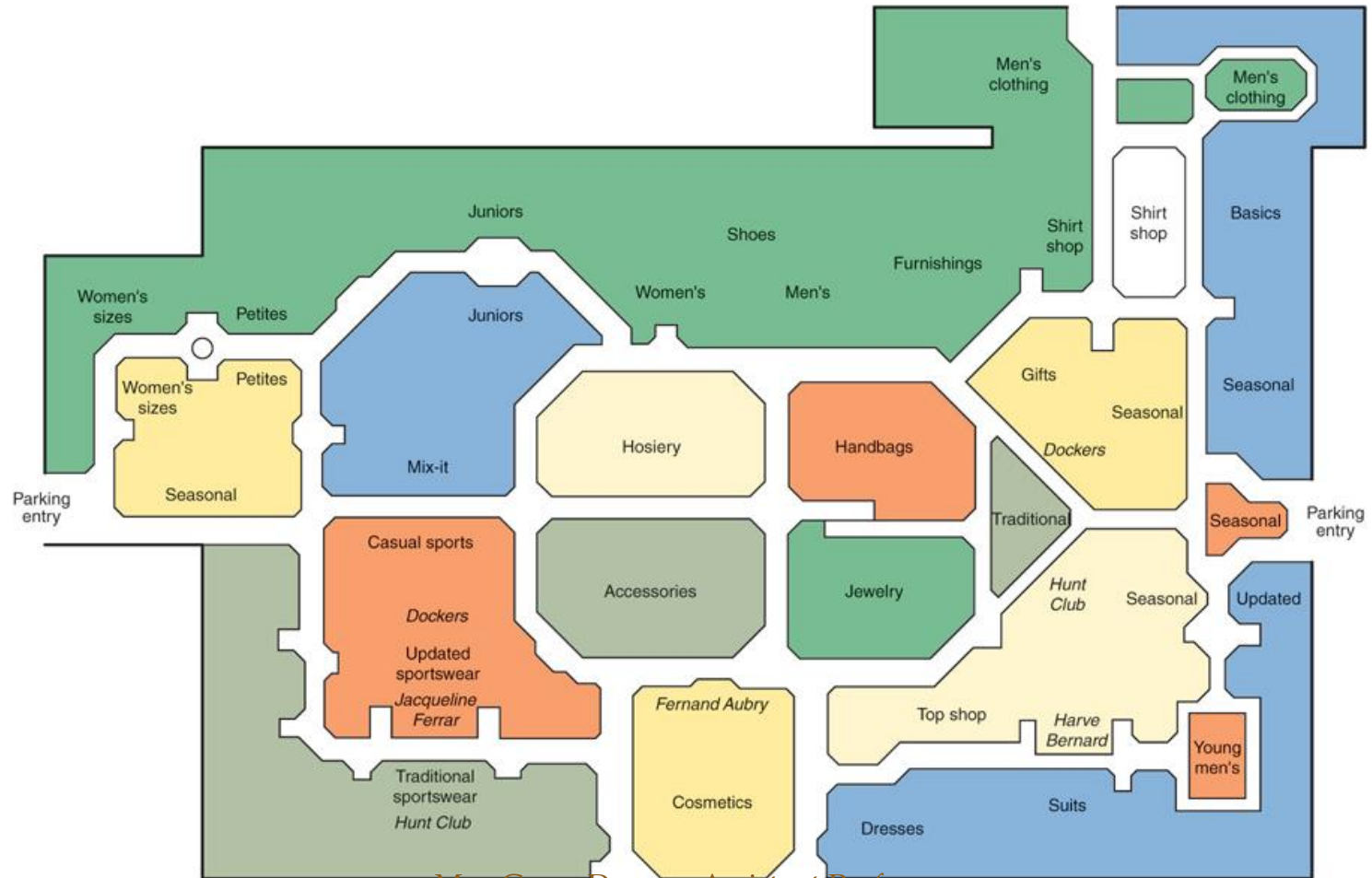
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- ❧ Loop with a major aisle that has access to departments
- ❧ Draws customers around the store
- ❧ Provide different viewing angles and encourage exploration, impulse buying
- ❧ Used in department stores

# Loop Layout



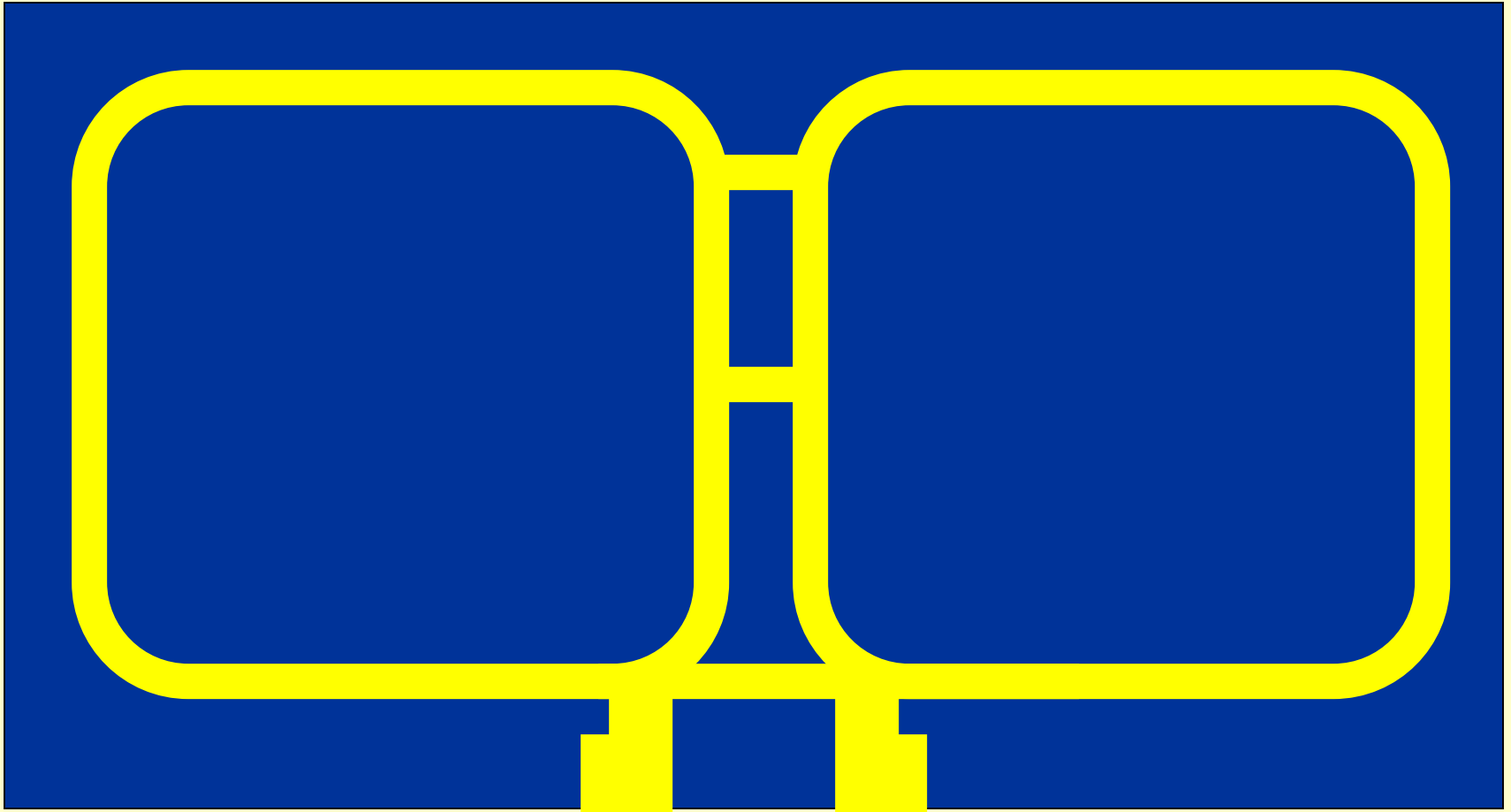
# JCPenney Racetrack Layout



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# Floorplan: Kohl's



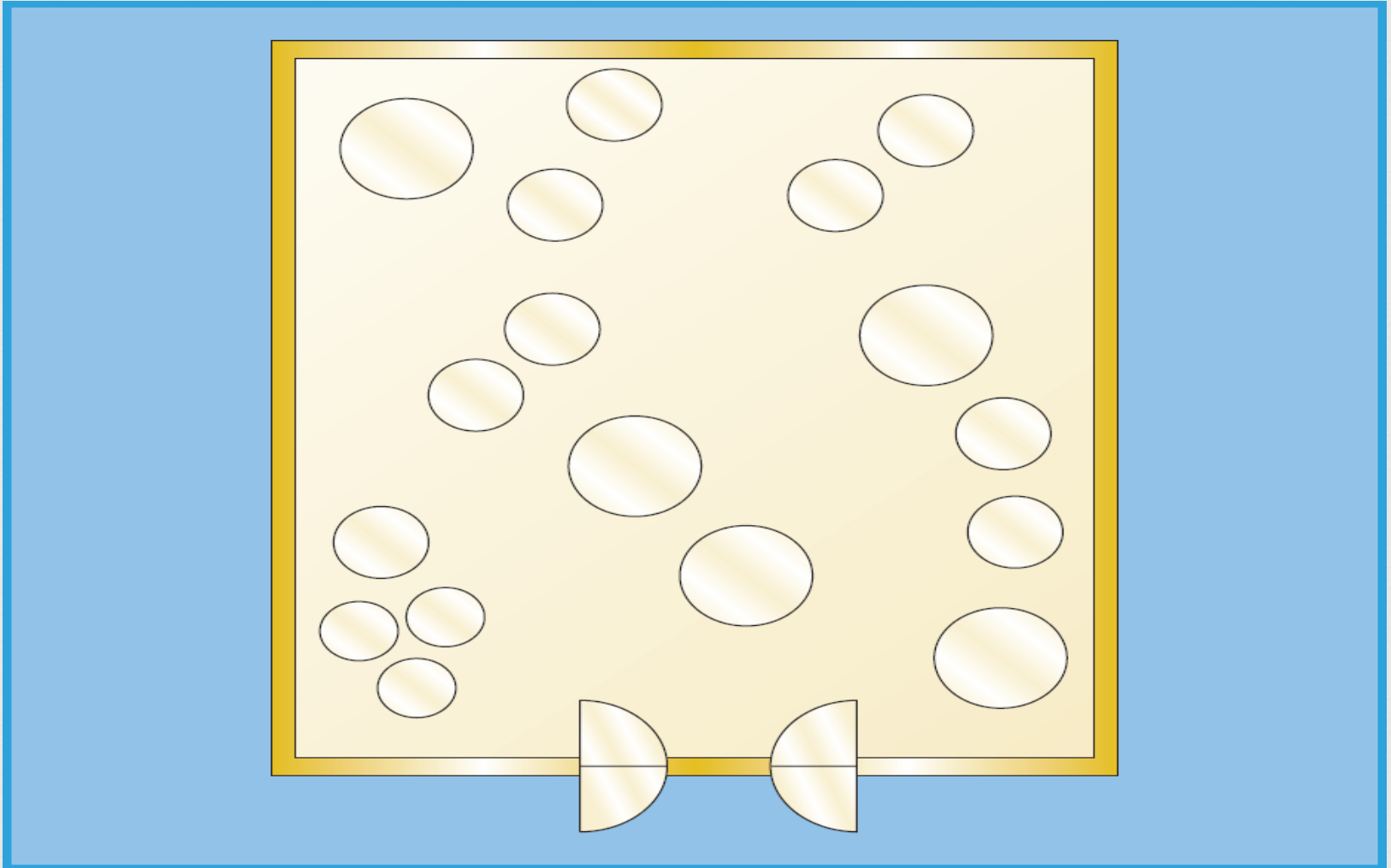
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## 2. Free Form

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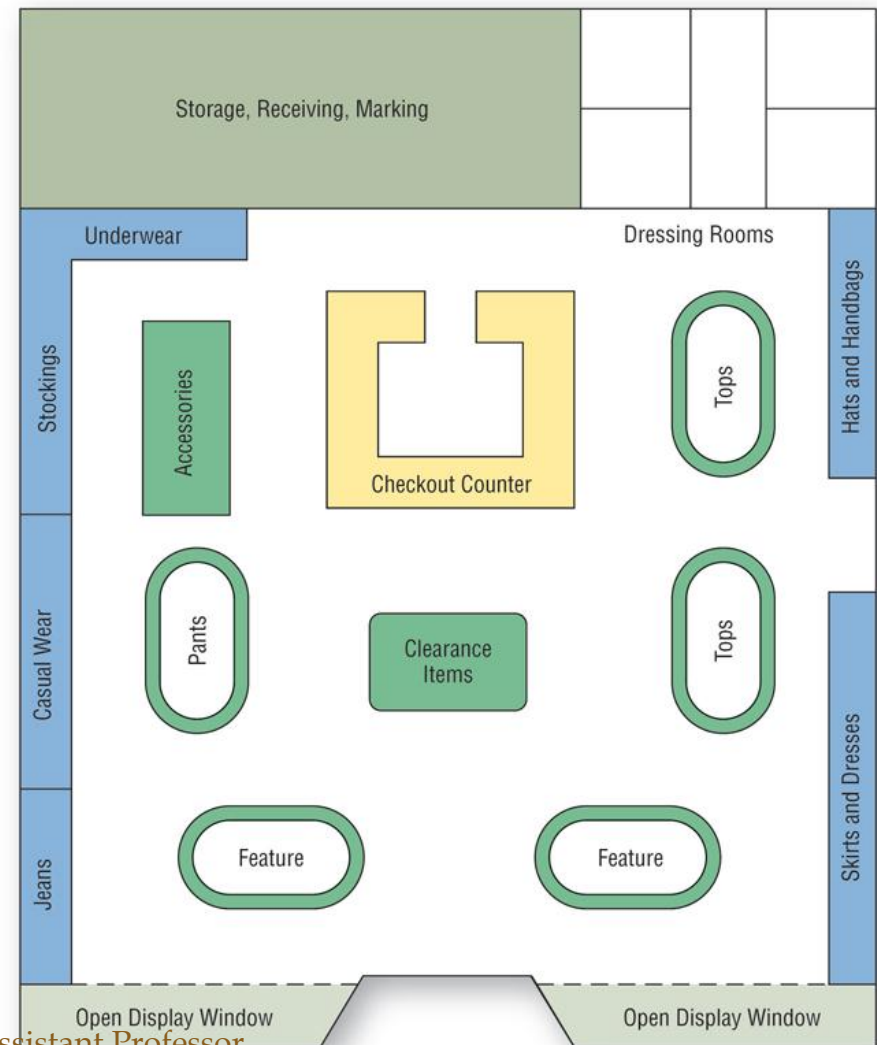
- ❧ Used primarily in specialty stores or within the boutiques of larger stores that arranges fixtures and aisles in an asymmetrical pattern.
- ❧ A **free flow** layout allows merchandise to be placed in groupings and patterns that allow customer traffic to flow in an unstructured manner. It allows for maximum product exposure and customer convenience. A free flow layout encourages impulse buying and browsing.
- ❧ It is, however, a more costly layout to set up and is not as efficient as the grid layout in utilizing space. Please note that even though a free flow layout may appear on the surface to be very random, it is in fact organized with very specific logic and objectives.

# Free-Flow Layout



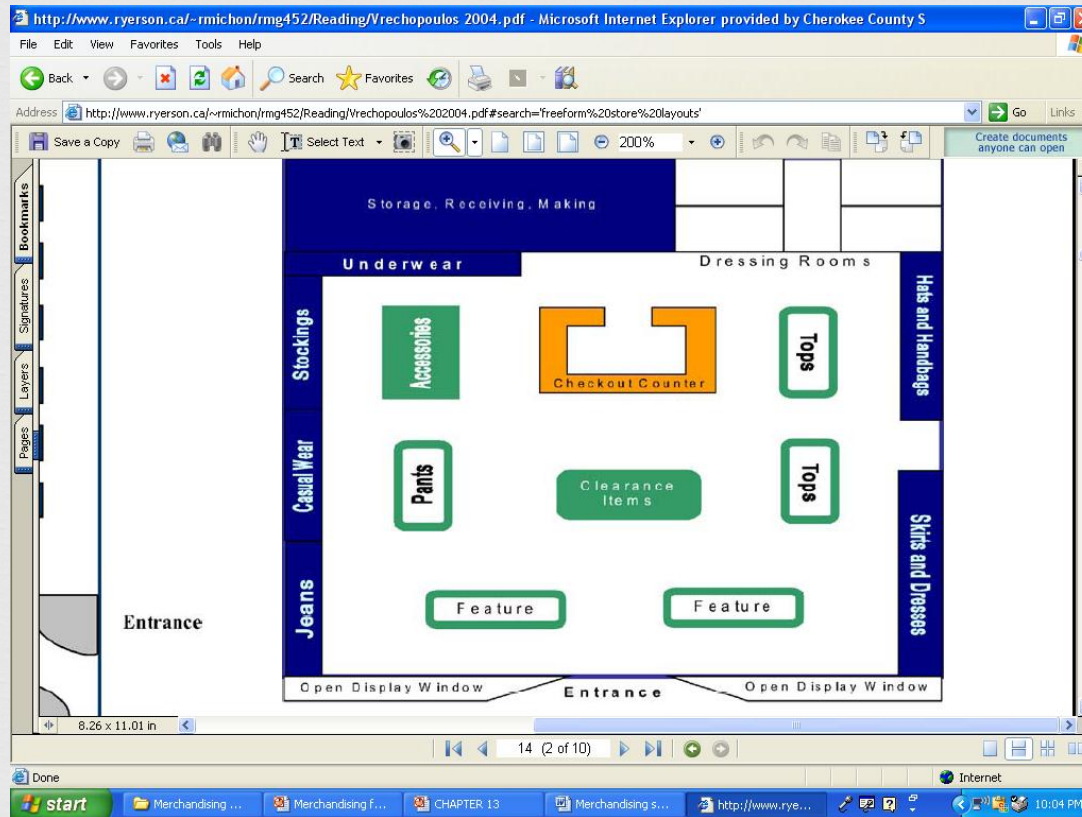
# Free-Form (Boutique) Layout

- ❧ Fixtures and aisles arranged asymmetrically
- ❧ Provides an intimate, relaxing environment that facilitates shopping and browsing
- ❧ Pleasant relaxing ambience doesn't come cheap – small store experience
- ❧ Inefficient use of space
- ❧ More susceptible to shoplifting – salespeople can not view adjacent spaces.
- ❧ Used in specialty stores and upscale department stores



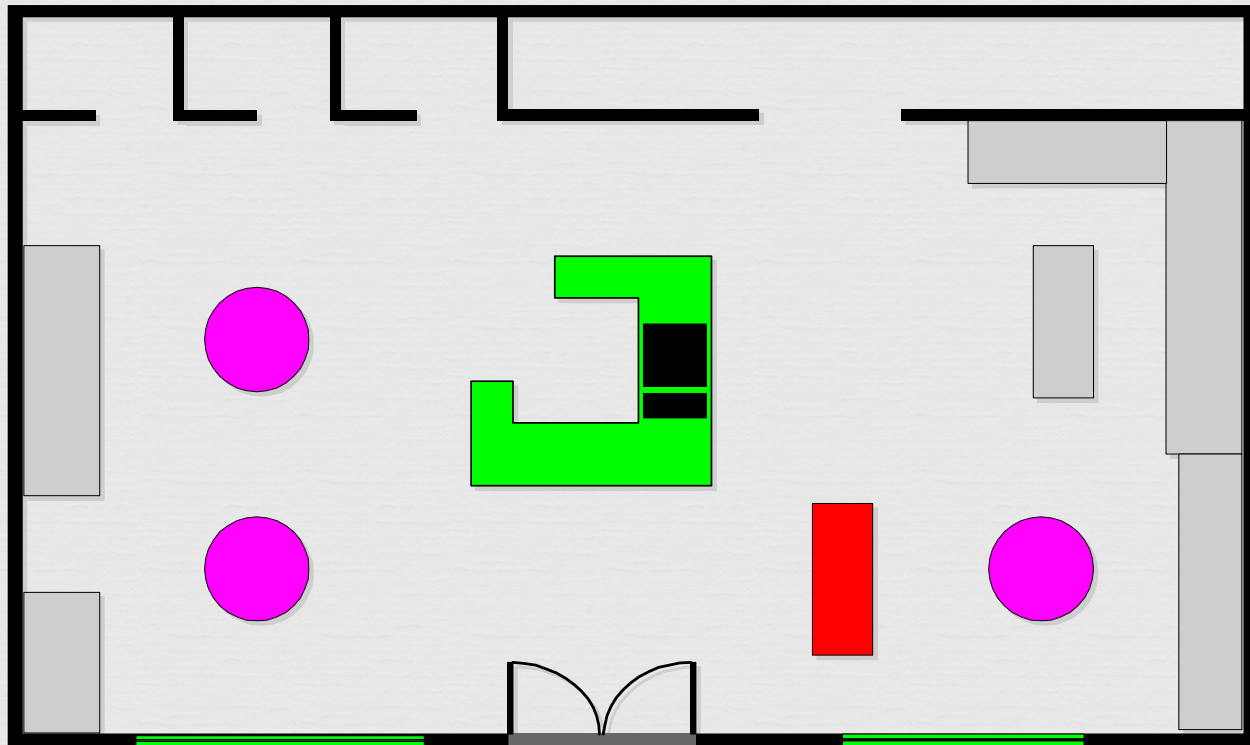
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# Free Form

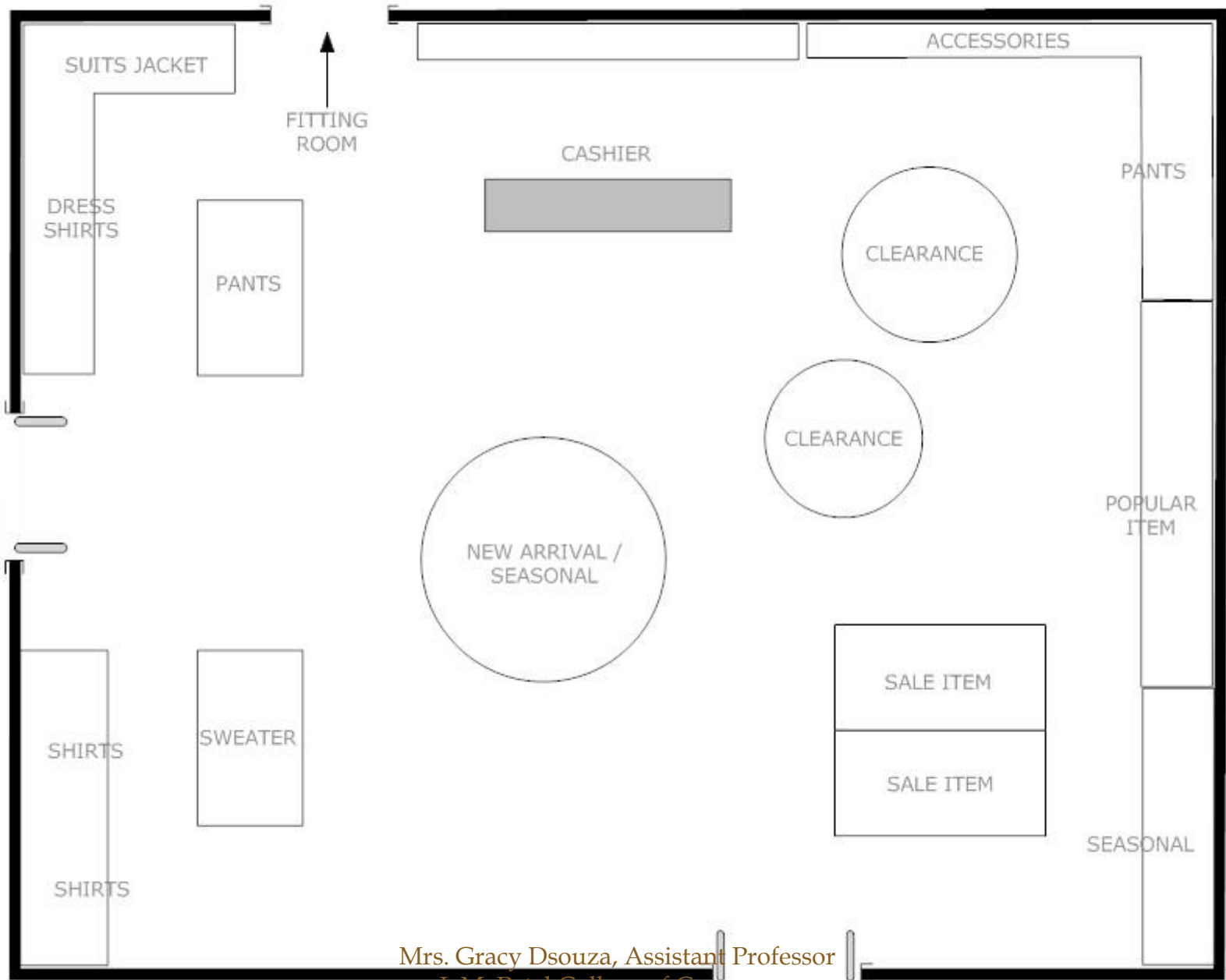


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# Free Form



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# 3. Grid Layout

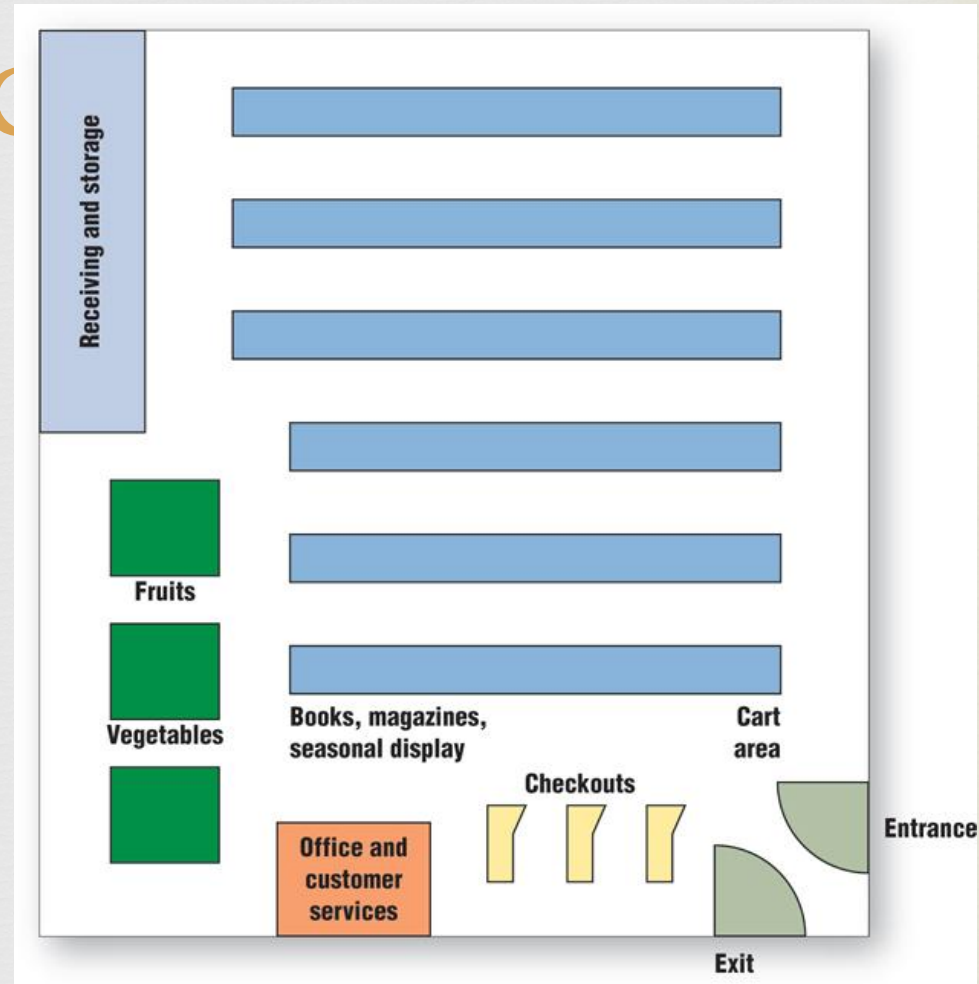
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- ❧ A store layout of fixtures and aisles in a repetitive or rectangular pattern
- ❧ Best illustrated by a variety store or the grocery department in a typical supermarket.
- ❧ Secondary aisles run at right angles to aisles, and each aisle is usually of the same width for its length.

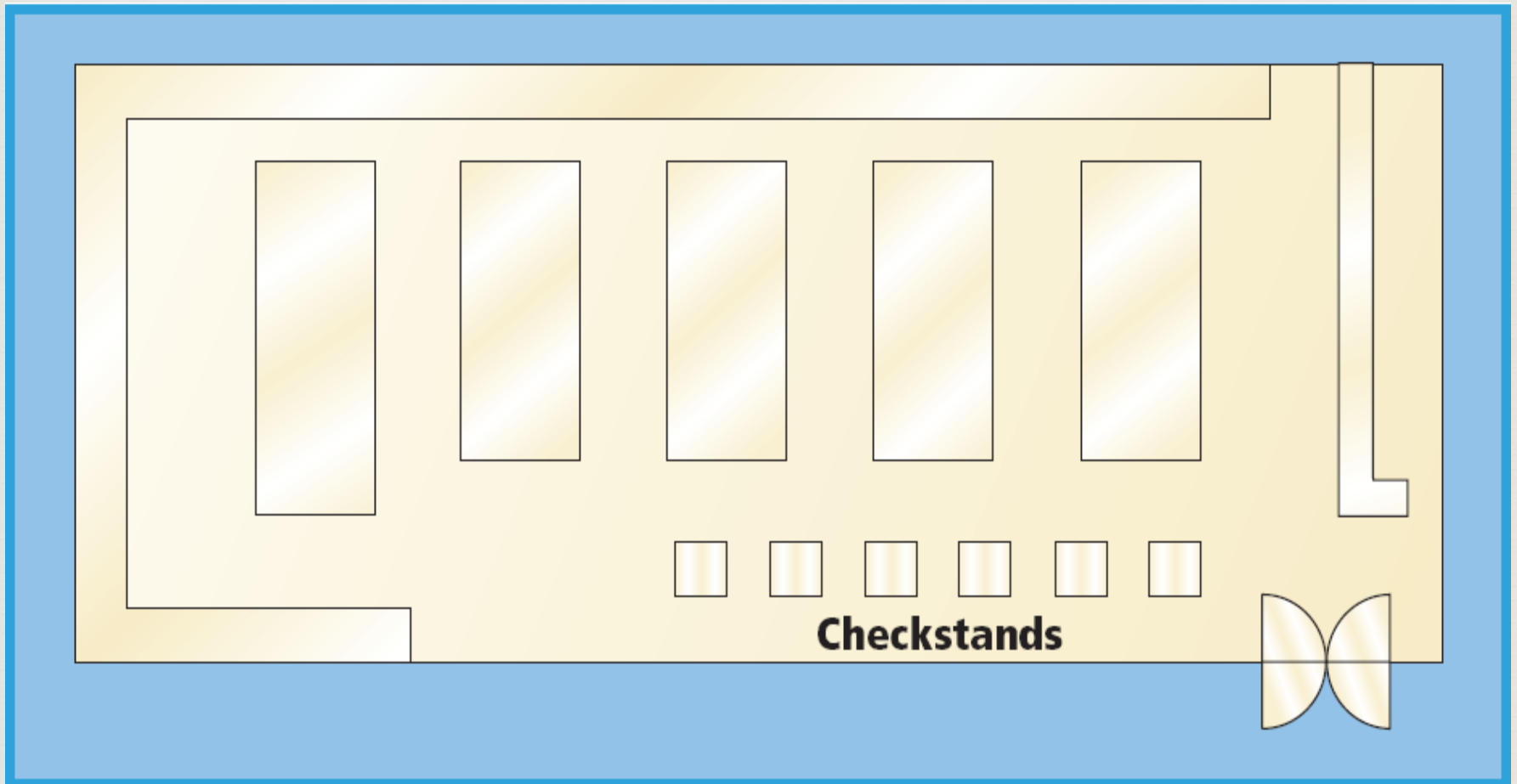


# Grid Layout

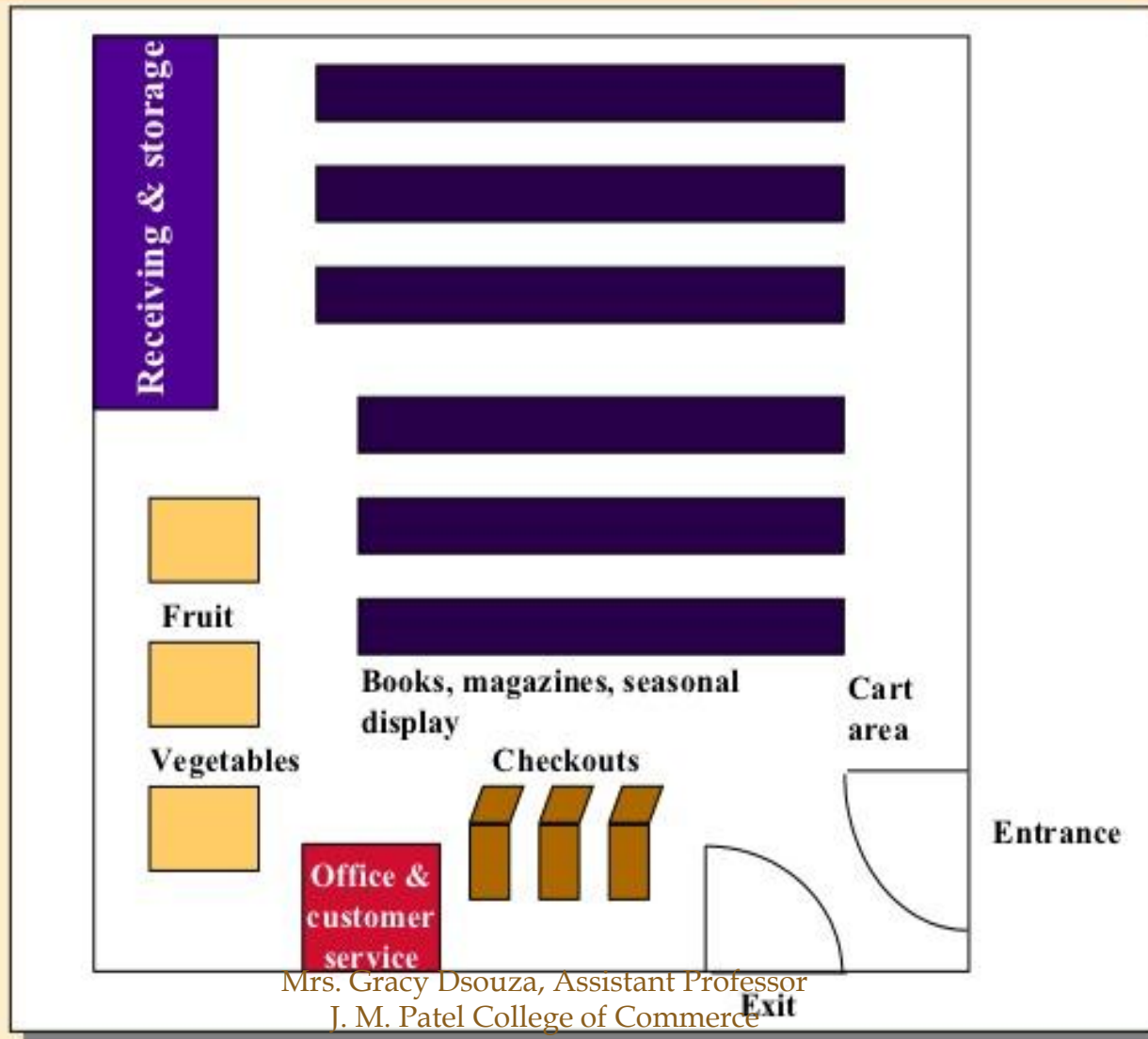
- ❧ Easy to locate merchandise
- ❧ Does not encourage customers to explore store
  - ❧ Limited site lines to merchandise
- ❧ Allows more merchandise to be displayed
- ❧ Cost efficient
- ❧ Used in grocery, discount, and drug stores: Why?



# Grid Layout

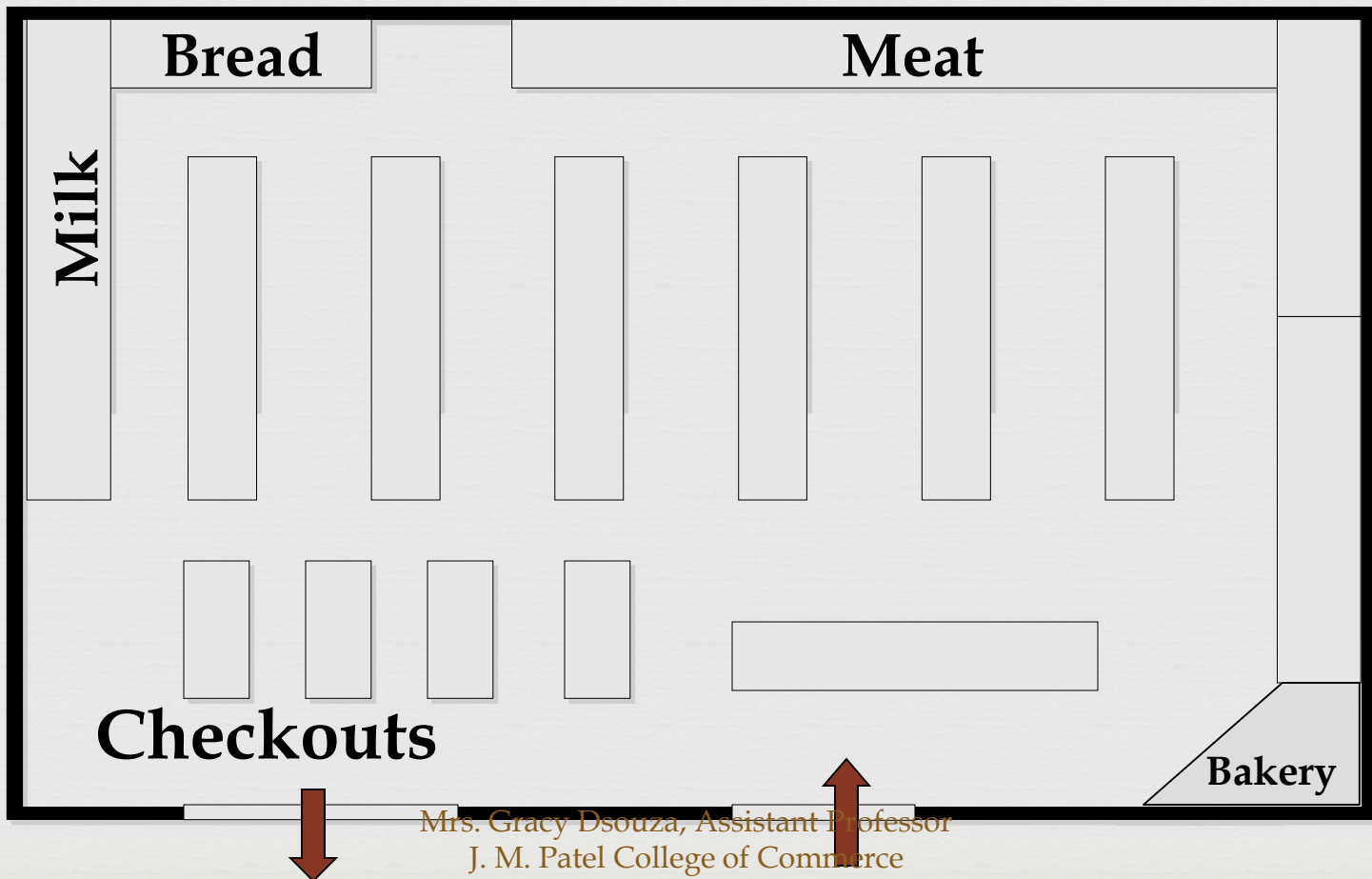


# Grid Store Layout



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# Grocery Store Layout

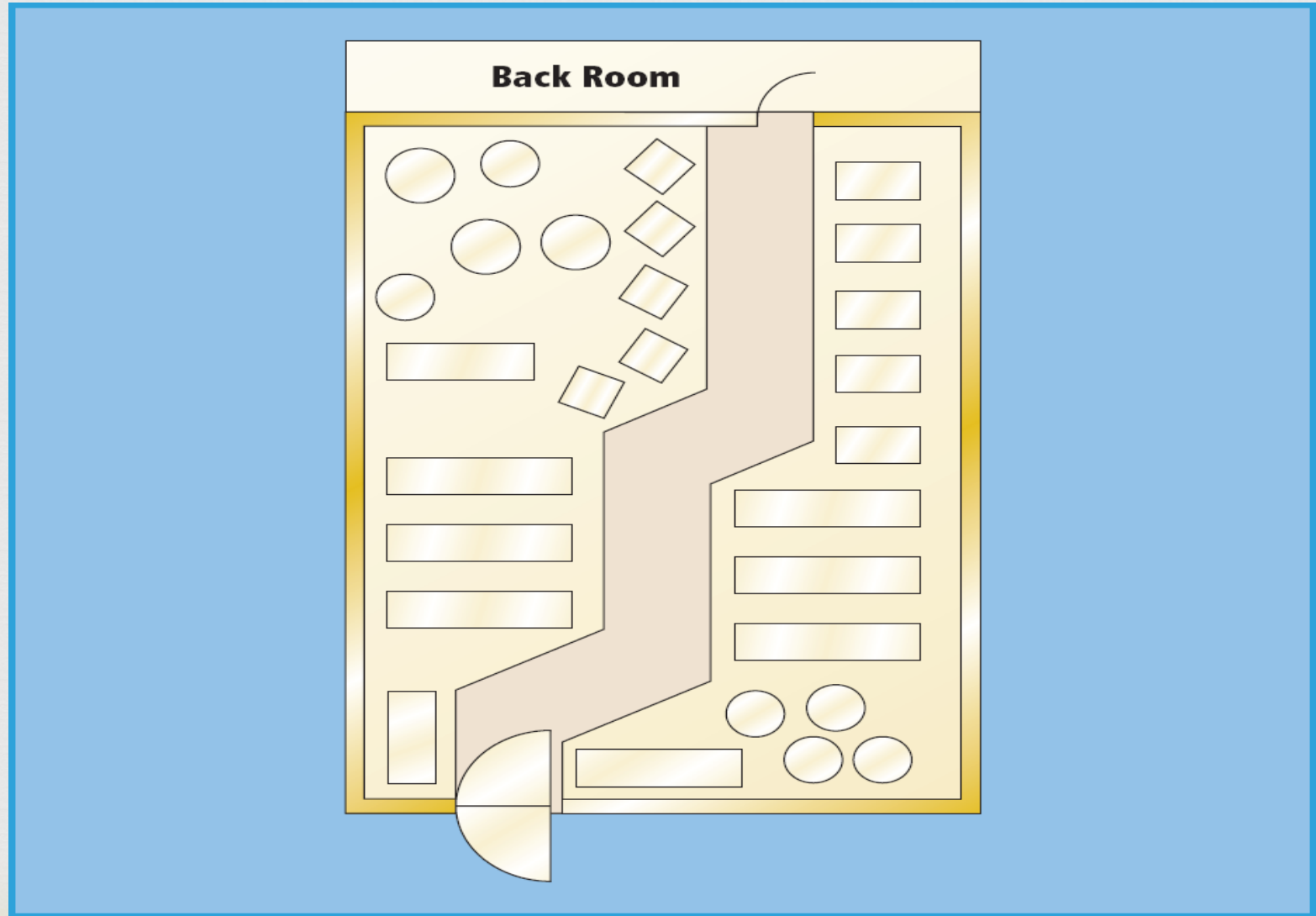


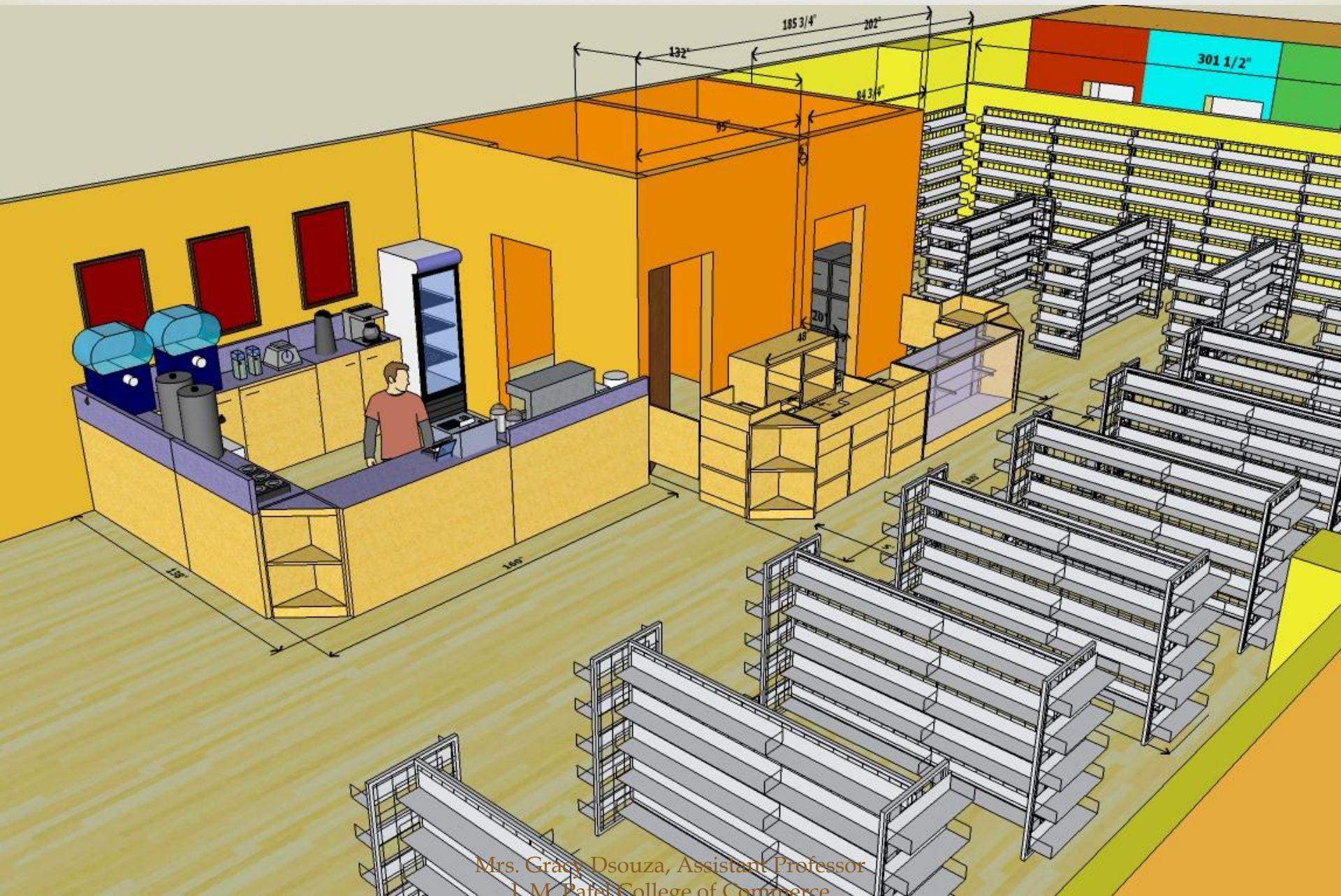
# 4. SPINE LAYOUT



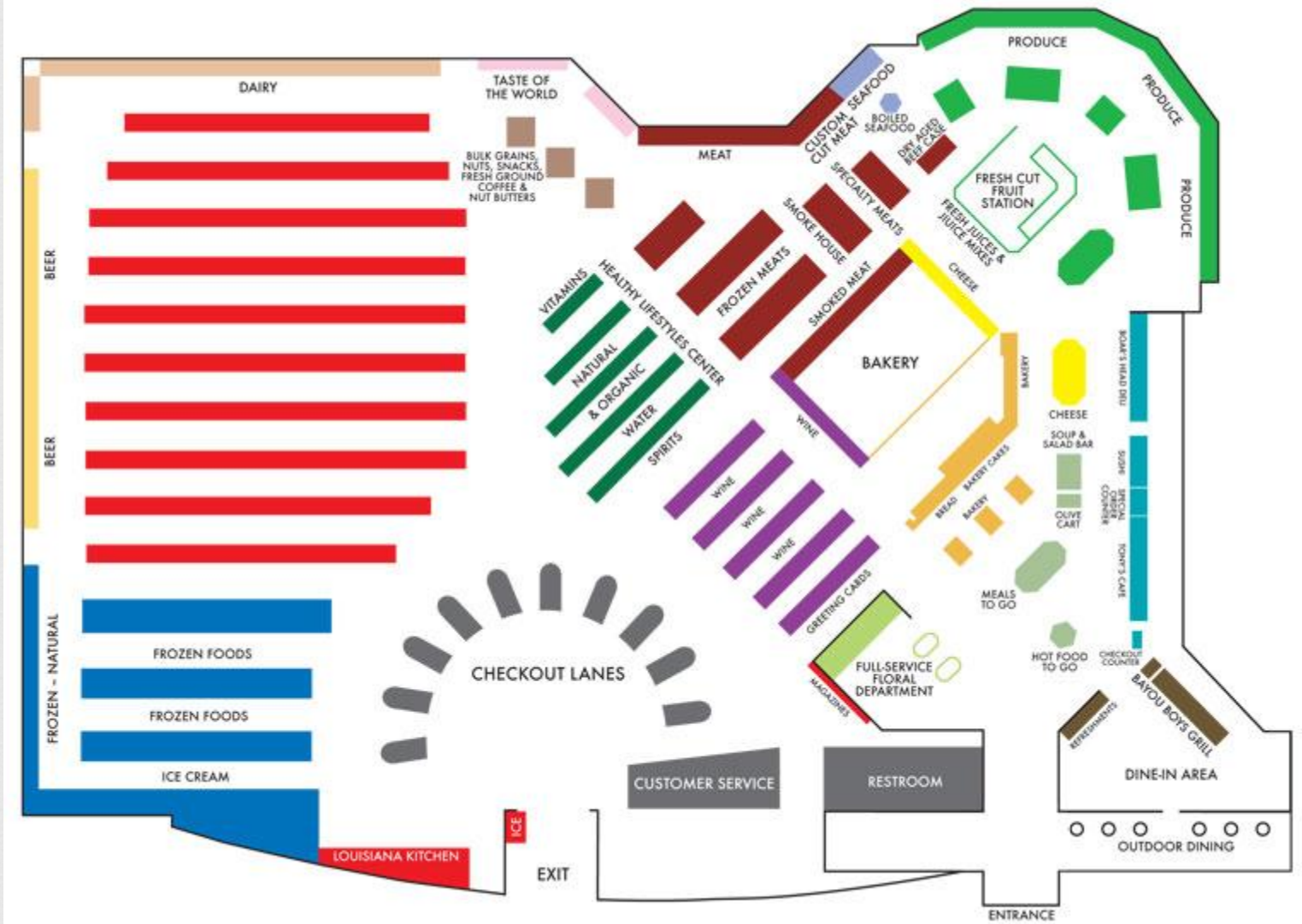
- It is a type of layout in which a single main walkway runs from the front to the back of the store, transporting customers in both the directions.
- It is convenient to medium sized speciality stores with store area ranging from 2,000 to 10,000 sq. ft.

# Spine Layout





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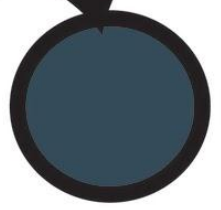
# Change Rooms

# Colour Story #1 "Purple Haze"

# Colour Story #3 "Seaside Stroll"

Storage/Staff Room

Sale Items  
Rack



Shelves



Colour Story #2  
"Sweet Lullaby"



Accessories



Mirrors



Displays/Mannequin



Displays/Mannequin



Clothing Racks



Cashier



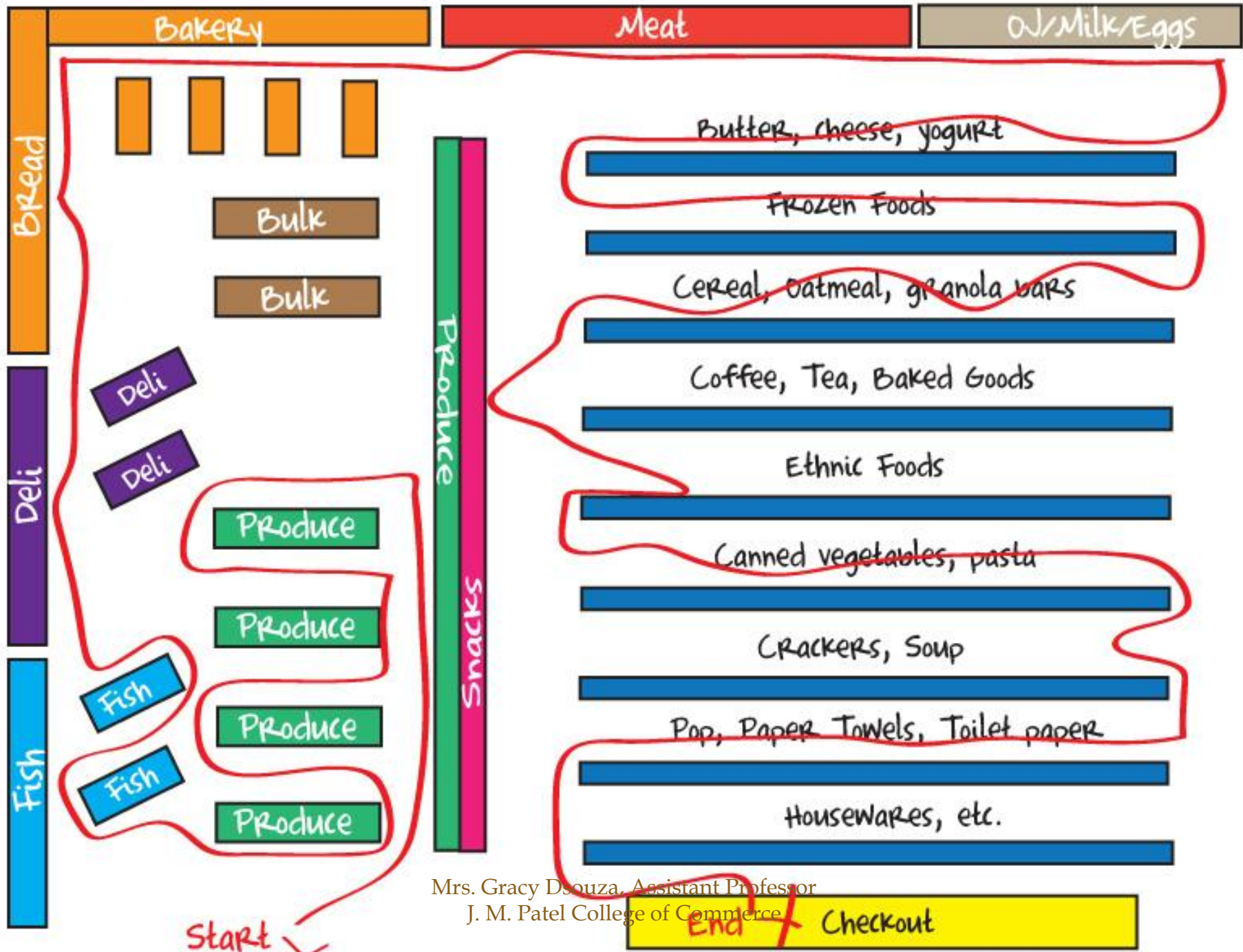
Window Display



Decor/Plant

Entrance and Exit

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# Store Planning

Free-flow layout	Fixtures and merchandise are grouped into free-flowing patterns on the sales floor.
Grid layout	The counters and fixtures are placed in long rows or “runs,” usually at right angles, throughout the store.
Loop layout	A major customer aisle begins at the entrance, loops through the store – usually in the shape of a circle, square, or rectangle – and then returns the customer to the front of the store.
Spine layout	A single main aisle runs from the front to the back of the store, transporting customers in both directions, and where on either side of this spine, merchandise departments using either a free-flow or grid pattern branch off toward the back side walls.