

  
**Choices**  
Flooring



retail design  
& development



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Flooring

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[choicesflooring.com](http://choicesflooring.com)

# meet the retail design & development team



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# introduction

This guide has been prepared to assist in the understanding of the important factors that are considered when preparing a Choices Flooring Retail Store Plan, and is based on many years of research, consumer and member feedback and evolving retail innovations.

These factors are as follows:

1. What are the product ranges required for this size showroom in this demographic area?
2. After establishing the appropriate product ranges, should each category be allocated a space within the showroom that reflects current market demands and trends in this area, based on available data?
3. A plan is created to reflect the market with consideration given to product placement, based on the best product in the best space, (i.e. carpet being 40% of the market should be in prime selling space, rugs being 5% of the market should be in secondary prime selling space, etc.) This will vary from store to store based on building layout and/or structural variations.
4. Selected areas around the showroom are utilised to highlight 'feature products' and product 'stories' to inspire consumers.
5. A good plan must consider consumer traffic flow from the entrance and circulation around and through the showroom, ensuring product placement stimulates the consumer, highlighting the latest product offerings.
6. Other important factors are:
  1. Clear and simple external branding and category identification
  2. Appropriate external and internal lighting
  3. All flooring categories included into the mix, inclusive of rugs
  4. Adequate heating and cooling
  5. Inspiration Station (touch screen technology)
  6. Background music playing throughout the showroom
  7. Light fragrance throughout the showroom





signage

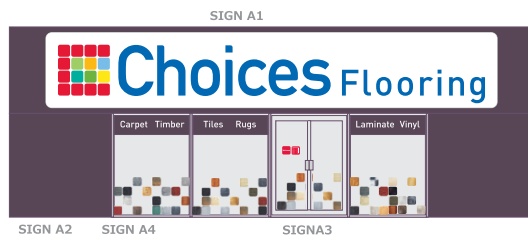
As the first thing consumers see, external livery has been designed to ensure all our stores make a lasting first impression.





existing

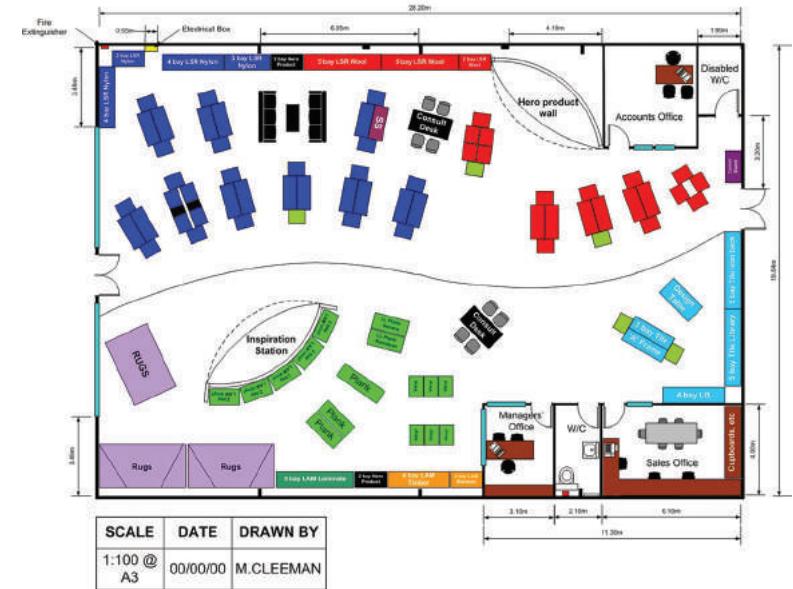
computer generated external overlay



# floorplans

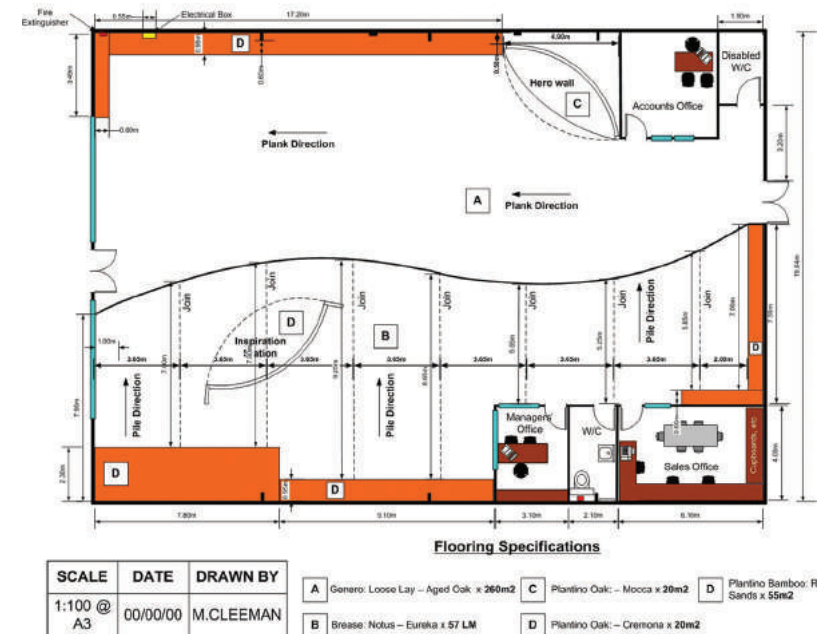
## the floor plan

This plan indicates the space allocated to all product categories. The layout of fixtures is colour coded to identify categories and fixture types alongside demonstrating traffic flow.



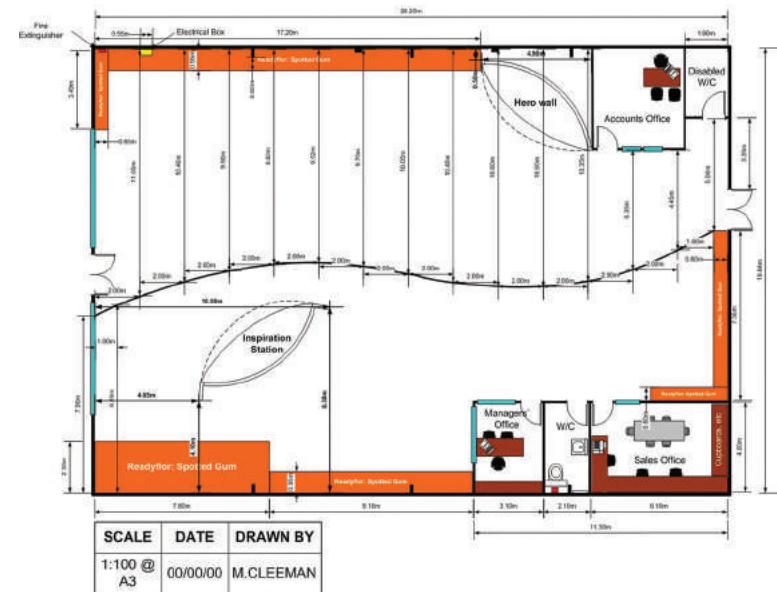
## the flooring specifications plan

This plan indicates the recommended flooring specifications and locations in which they are to be laid. The letters indicated on the plan match up to each recommended product type listed in the key.



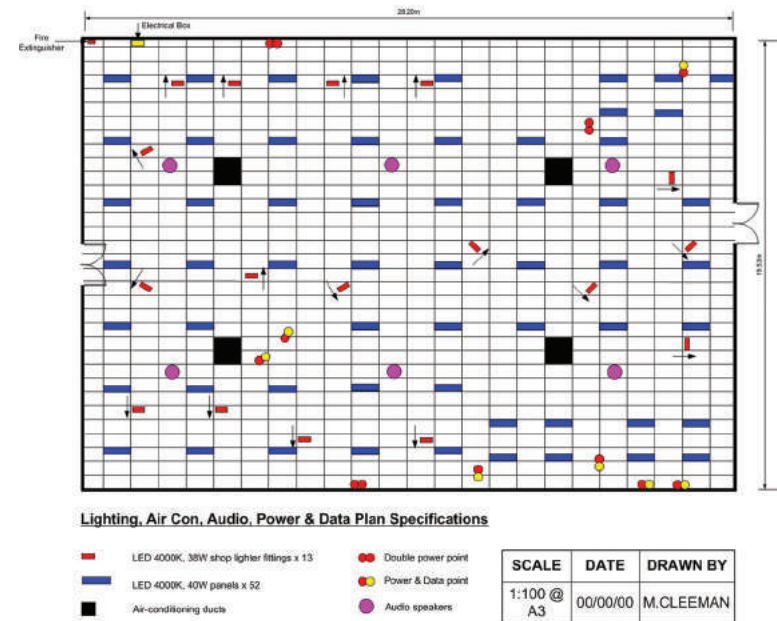
## the wall & trim locator plan

This plan indicates the exact location walls, such as the Inspiration Station and Hero Walls are to be placed alongside the curved trim that requires exact positioning. This positioning is used in the preparation stage of floor covering installation.




## the lighting, air-con, audio, power & data plan

This plan indicates the type of lighting required, as well as its positioning within the showroom. It also includes the positioning of any air-conditioning units, audio speakers, power and data points.







## housekeeping & maintenance

It is one thing to get a showroom up to new standards in regards to presentation, but it is another to maintain the showroom at an acceptable level for consumers. A systematic checklist should be created so team members can review the showroom's appearance on a regular basis.

Team members should be made aware of specific areas within the showroom that require to be checked prior to opening each morning, as well as periodically throughout the day.

The following checklists (see pages 10 & 11) include tasks and housekeeping activities which directly affect the showroom from a visual standpoint.

Correcting small things, such as replacing sampling in the pie warmers, is easier than ignoring them until they become a bigger issue. It is easy for team members to become accustomed or 'blind' to things they see everyday – however consumers spot things right away and begin to form an opinion, which may or may not be accurate. Try to visualise the showroom through the consumers eyes as you walk around. It is important to also follow these disciplines in your warehouse as well.

Periodic checks throughout the day are also important. It is critical to check high traffic areas to be sure they constantly look neat and full. Also, stop and pay attention to the store from time to time, to see if anything is out of order and needs correction.

When walking around the showroom, look for anything that might be out of line, in addition to any specific items on the checklist. Remember – part of the excitement is change. The products featured on drape stands need to be changed regularly, particularly during campaign periods, so that featured products are presented up front, making it easier for consumers to find them.



A great store design will be innovative, creative and inspirational to consumers.

It will be a place where consumers feel special, in an environment that stimulates their senses and excites a passion for creating their dream space.



## fact

The longer a consumer spends in your store, the more likely they are to buy, and the more likely they are to buy premium products at higher margins.

inspire

## note

This is reliant on the provision of excellent customer service and product knowledge to enhance the consumer experience.



# store checklist



1

check the exterior of the building for:

- Dirt to be swept away
- Overgrown weeds
- Rubbish and spills
- Dirty windows and doors
- Faded paintwork
- Damaged signage
- Damaged lights
- Damaged or faded pylon signs or sandwich boards
- Vehicles checked for faded colours, peeling of vinyl signage, cleanliness, panel work requiring repair etc.



2

check the store entrance and showroom for:

- Dirt inside the doors
- Faded carpet
- Discontinued floor coverings
- Cluttered desks or reception counters
- Fixtures must be neat and tidy
- Blown globes or damaged light fittings must be replaced immediately
- Toilets, washrooms and kitchens must be clean (hygienic) and tidy





3

walk the store from the front to back and check for:

- Any dust/dirt on samples will impact your sales
- Empty boxes or sampling lying around (as well as being untidy, this is an OH&S issue)
- All fixtures are properly used and positioned
- Presentation standards used properly and effectively
- Fixtures are not over capacity
- Fixtures are full of sampling – organised and correctly ticketed
- Wall presentations are neat and sampling full
- All internal lights are functioning and any blown globes replaced
- Fixtures and desks/counters are clean and dusted
- All sampling is clean, vacuumed and in good order
- Broken fixtures or hardware to be repaired or replaced
- All signage/ticketing is visible and in good repair
- All faded or discontinued floor coverings must be replaced



4

product stands issued by suppliers:

- Supplier stands are not permitted on the showroom floor, all hardware/fixtures should be approved for use by Choices Flooring Central Office only
- If no stand option exists for a particular product range, contact the Retail Design and Development Team (see page 2 for details)



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Information correct at time of printing (March 2022)