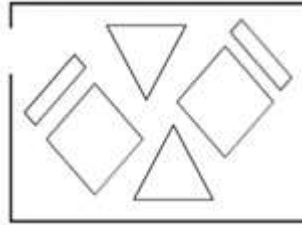


Floor Plan Types

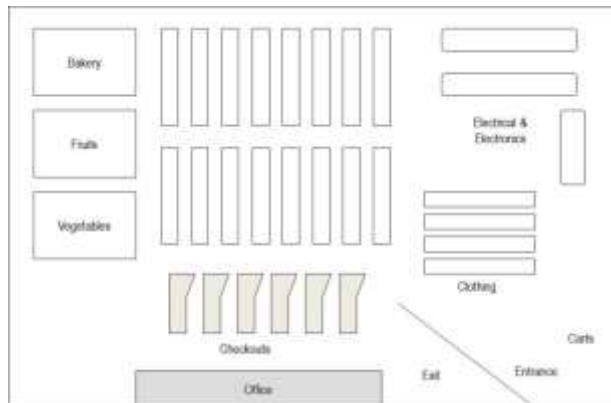
GEOMETRIC FLOOR PLAN

The shelves and fixtures are given a geometric shape in such a floor plan. The geometric floor plan gives a trendy and unique look to the store.



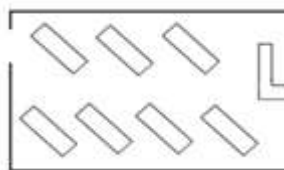
GRID FLOOR LAYOUT

Grid layout has parallel aisles with merchandise on shelves on both sides of aisles. Cash registers located at the entrance/exit well suited for shopping trips in which customer needs to move through entire store and easily locate the products they want to buy. E.g. grocery supermarkets; Cost efficient, less wasted space, all aisles are of same width; Use of shelves - more merchandise on sales floor; Low cost standards fixtures - not visually exciting design - customers not exposed to all of the merchandise.



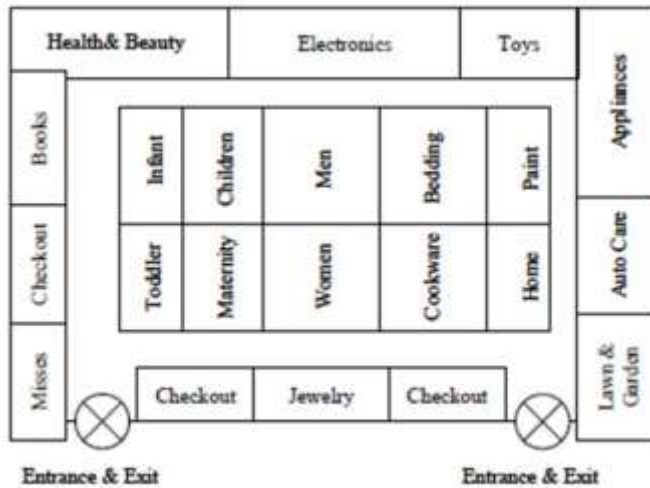
DIAGONAL FLOOR PLANNING

According to the diagonal floor plan, the shelves are kept diagonal to each other for the owner or the store manager to have a watch on the customers. Diagonal floor plan works well in stores where customers have the liberty to walk in and pick up merchandise on their own.



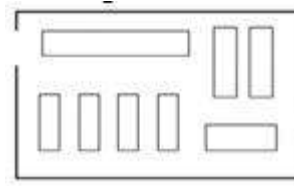
RACETRACK
FLOOR
LAYOUT

Racetrack layout provides a major aisle that loops around the store to guide customer traffic around various depts. To direct customers through the stores, aisles must be defined by change in surface/colour. Cash register stations are typically located in each department bordering the racetrack facilitates the goal of getting customers to see the merchandise available in multiple departments and facilitate impulse purchase. Customers forced to take different viewing angles.



STRAIGHT FLOOR PLANNING

The straight floor plan makes optimum use of the walls and utilises the space in the most judicious manner. The straight floor plan creates spaces within the retail store for the customers to move and shop freely. It is one of the commonly implemented store designs.



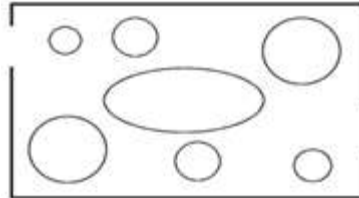
It is one of the most efficient and economical options. With all the fixtures/displays at right angles, a straight floor plan makes the most efficient use of both floor and wall space. Even commonly unused areas, like corners, can be used for displays/shelving.

Many small businesses only have a small amount of actual floor space. This is why wall fixtures/displays can be so important, especially considering that they are one of the most affordable display options.

It is highly customisable and can accommodate a wide variety of store types and aisle layouts. Straight floor plans are also extremely versatile. They accommodate all of the major display styles (gondola, wire, slat wall) and can be used in a wide variety of stores, from convenience stores to high-end retailers. You can also incorporate many aisle layouts into your straight floor plan.

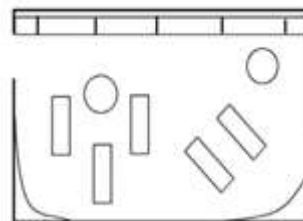
ANGULAR FLOOR PLAN

The fixtures and walls are given a curved look to add to the style of the store. Angular floor plan gives a more sophisticated look to the store. Such layouts are often seen in high end stores. This floor plan actually uses a lot of curves, creating visual diversity and a sophisticated feel. Angle floor plans have less actual room for products, meaning that those products, which are displayed, receive an extra emphasis. This is why high-end stores with fewer products, like jewellery stores, often go with angular plan.



MIXED FLOOR PLAN

The mixed floor plan takes into consideration angular, diagonal and straight layout to give rise to the most functional store lay out. The mixed floor plan is the most customisable option, using straight, diagonal, and angular options to create the most functional store. If a wide-variety of products is offered and wants to customise certain areas of the store to communicate a different vibe or highlight a different product, this floor plan gives the versatility to do so.



FREE FORM LAYOUT

Free form layout, arranges fixtures and aisles in an asymmetric pattern. Used in small specialty stores or within departments of large stores. It provides an intimate and relaxing environment that facilitates shopping and browsing. No well-defined traffic pattern, customers are not drawn towards the store naturally. Personal selling becomes more important. Layout sacrifices some retail storage and display space to create a more spacious environment.

