

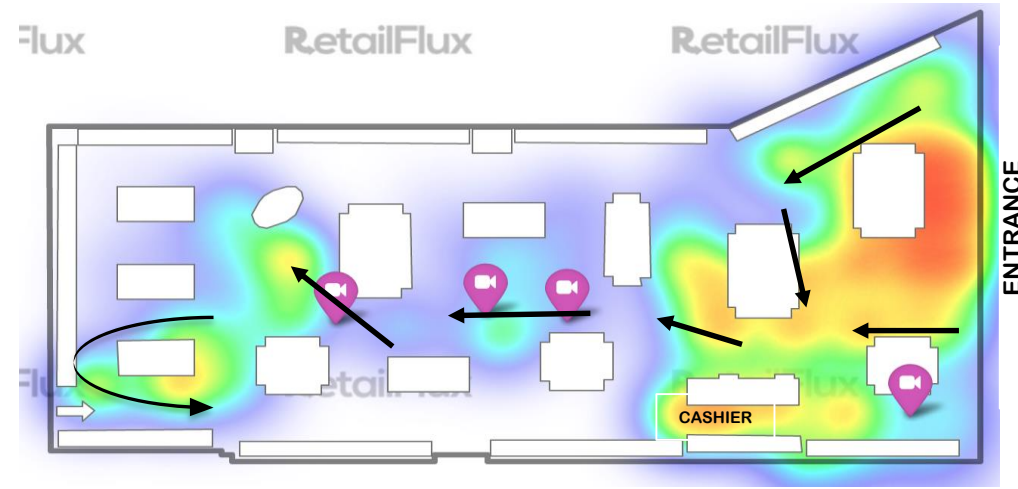
Customer Flow Report

Scandinavian BOOK STORE CASE

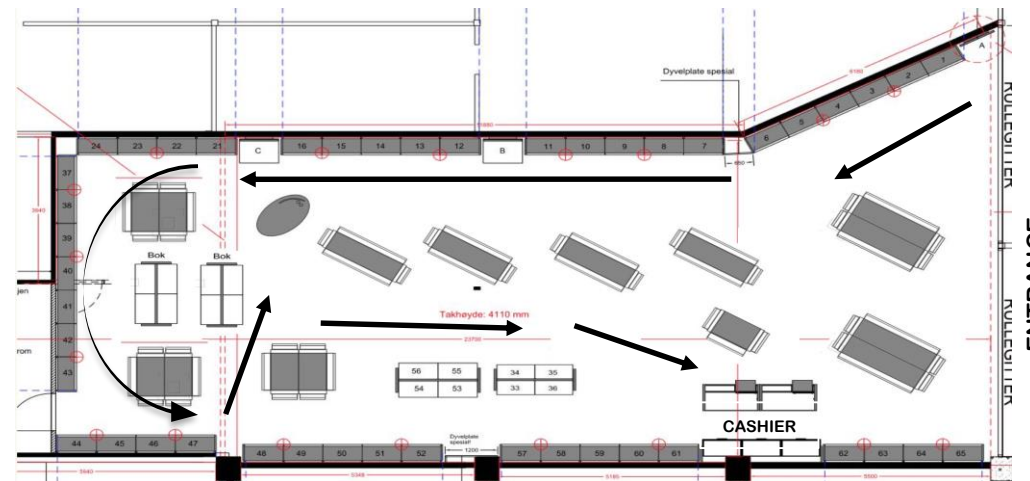


OPTIMIZE STORE LAYOUT Making Physical Changes

- With this Bookstore, it became apparent that physical changes was needed to increase sales by making the shoppers more exposed to the stores merchandise.



AS-IS

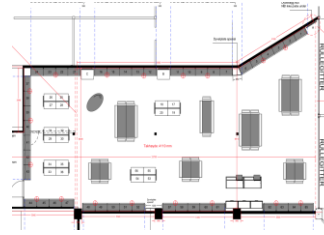


New Store Layout

OPTIMIZE STORE LAYOUT

Making Physical Changes

- One of the major changes involved the first zone. The first zone should have a "STOP-effect" and guide the shoppers into the rest of the store.



AS-IS



New Store Layout

BEFORE



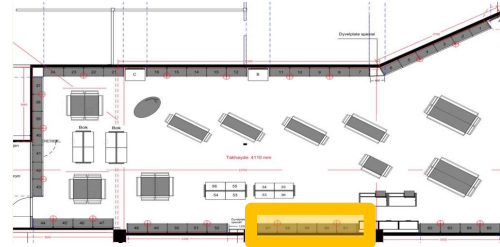
AFTER



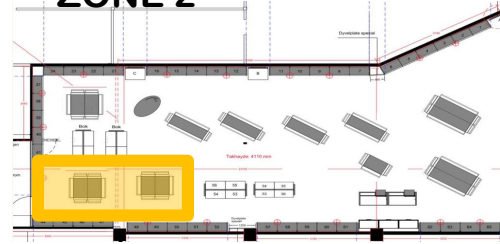
OPTIMIZE STORE LAYOUT Making Physical Changes

- These Changes were made:
- **Zone 1: Moved "writing supplies" to a shelf.**
- **Zone 2: We established a "Kids Corner", with tables for reading and playing.**
- **Zone 3: Re-organized the storage space in the back of the store.**

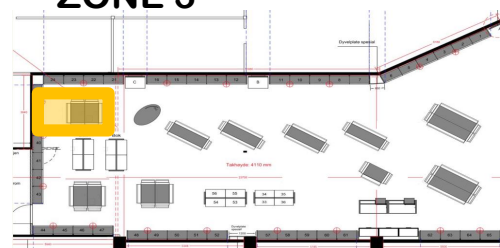
ZONE 1



ZONE 2



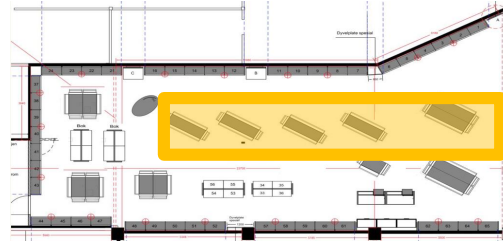
ZONE 3



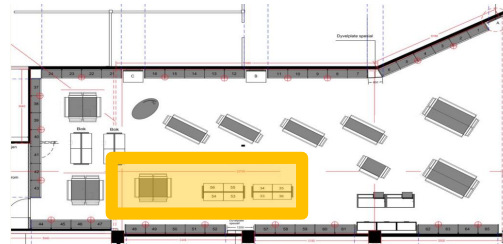
OPTIMIZE STORE LAYOUT Making Physical Changes

- **Zone 4:** Turned every table in the entrance zone – this creates a natural main street within the centre of the store.
- **Zone 5:** Turned the shelves in the middle of the store. This makes it easier for the shopper to get insight into the merchandise on the shelves

ZONE 4



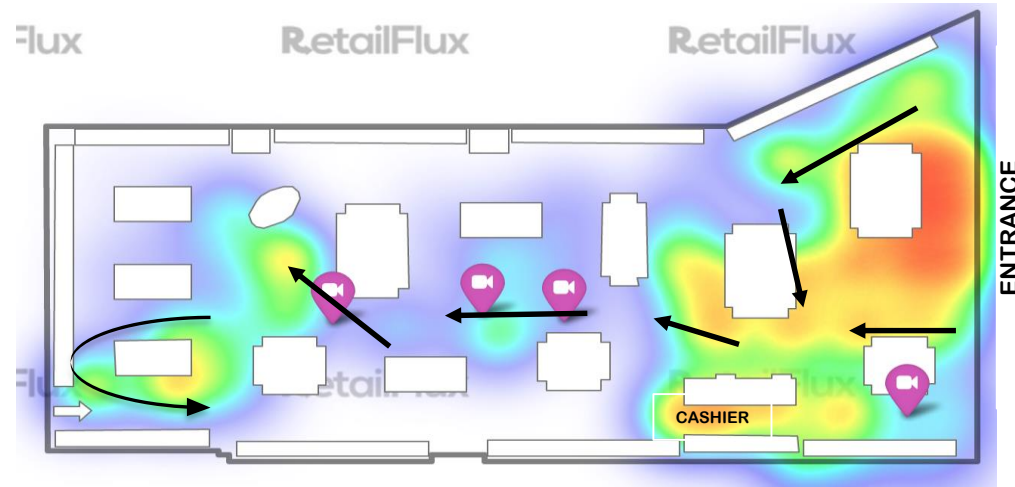
ZONE 5



OPTIMIZE STORE LAYOUT

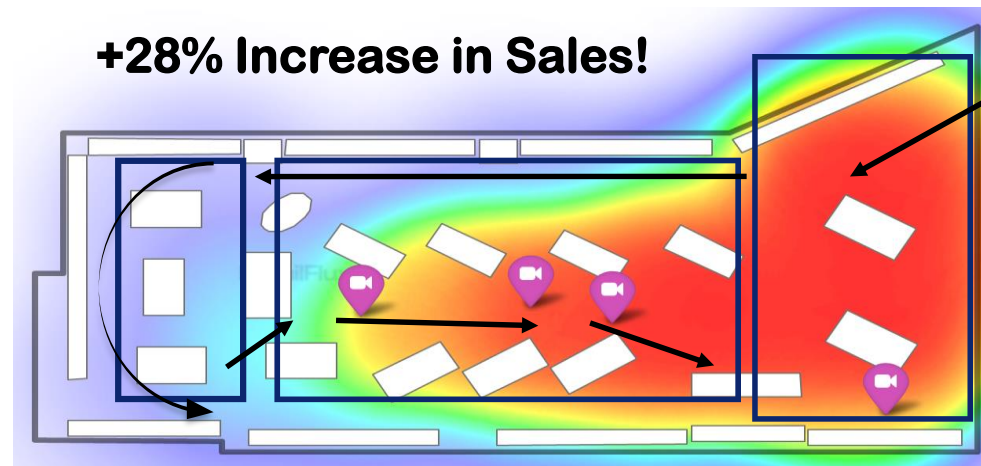
Create a Shopper Environment

- With our changes the sales increased with 28% in short time.
- The amount of impulse purchases is highly correlated with the store layout.
- Before, a small share of shoppers visited much more than the first part of the store. After our changes, the store's main street became apparent, and the shopper had a natural path to follow through the entire store.



BEFORE

Source: RetailFlux platform, StoreFlux view.



AFTER

Source: RetailFlux platform, StoreFlux view.