



The Definitive Guide

Planning A Retail Store Layout

dgsretail.com



Free Store Design

We're excited that you chose us to help you with your retail business. We believe that the right retail store design layout can increase customer loyalty, attract new customers and will help to maximize your store's return on investment.

Start Today!

So, You're Planning Your Retail Store, Where Do You Begin?

It all starts with creating the perfect atmosphere for your retail space. A thoughtful store layout allows you to impact customers' behaviors, movements, and purchase decisions, ultimately creating a positive shopping experience for your customers. An effective retail space will possess these qualities: flexible

design, clear pathways, thoughtful product placement, eye-catching displays and fixtures, and simple checkout procedures. In this step-by-step guide, we will walk you through all of the necessary operations to employ in order to create an optimal layout for your store that will keep customers walking through your door.



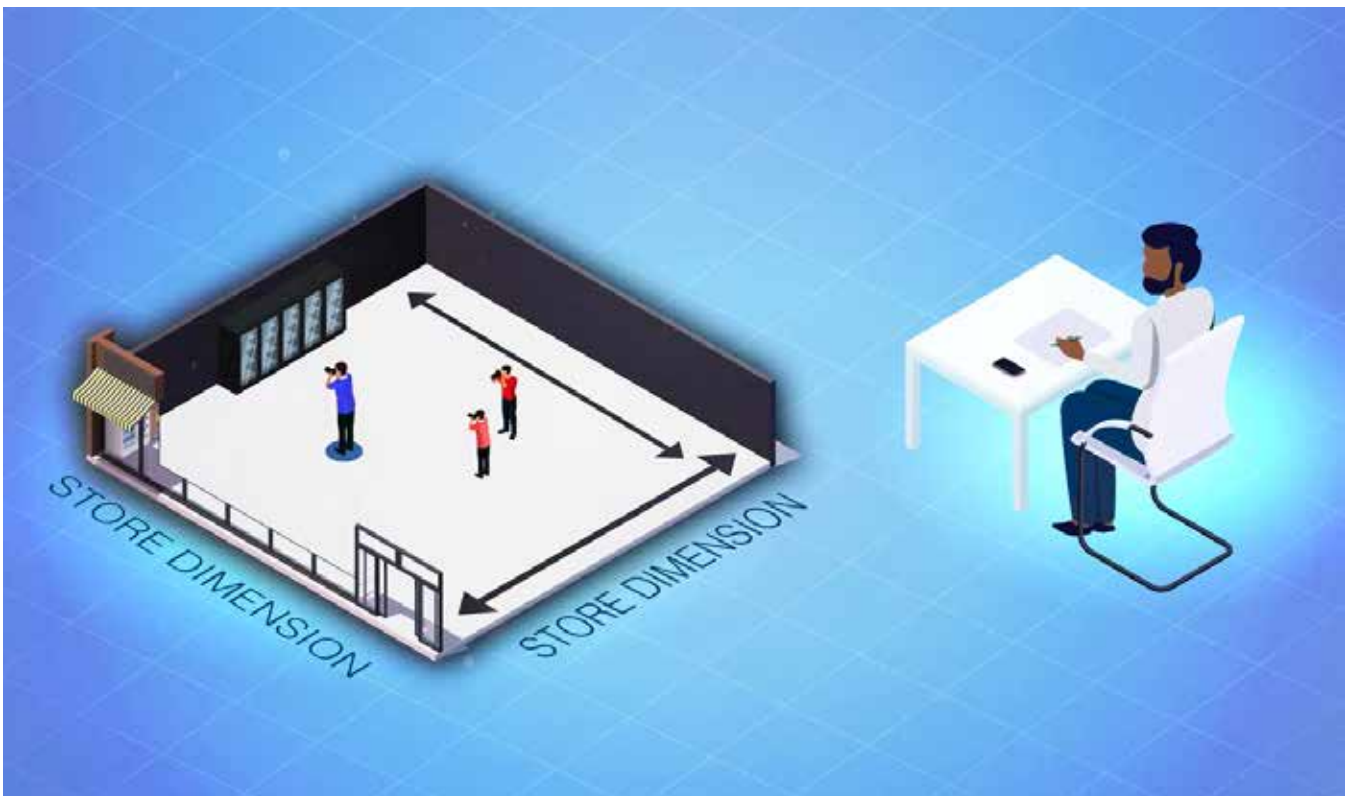
Establishing Your Plan and Requirements

It is important to begin with a discovery phase to understand all the elements of your project and what you will need to plan for. Start by making a list of tasks that are necessary for professionals to make recommendations for your space:

- Obtain the interior dimensions
- Take photos of the space
- Set your goals and expand on your ideas

Develop Simple Guidelines:

- What is your budget?
- What are important project milestones?
- What are major concerns/ideas you want to address/solve?
- Are there strengths and weakness of your space?



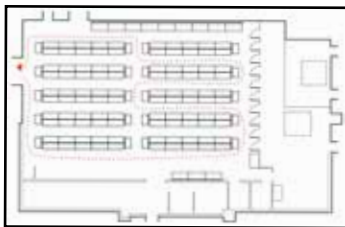
Choosing the Right Layout for Your Store

Picking the most effective retail layout type for your store builds the foundation for customer flow, movement, engagement and buying decisions. In order to decide which layout is the best setup for your space, think about how you would like to use your space and take any pre-existing parameters into consideration.

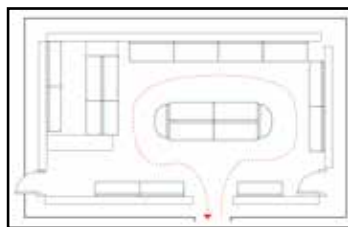
Guiding Layout Considerations

1. Are there pre-designed pathways?
2. Are there structural supports?
3. Where are the entry and exit points?
4. Do the products being sold require minimized or maximized space between aisles and/or store fixtures and displays?
5. Is the goal to display as many products as possible, or should there be areas left open for in-store events?

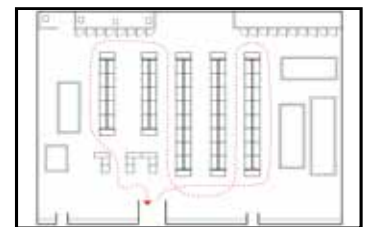
Evaluate the answers to the questions above and use them to inform your layout choice. These are 5 common retail layouts to consider:



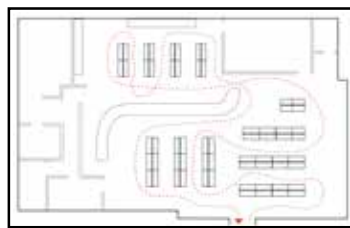
Grid Layout



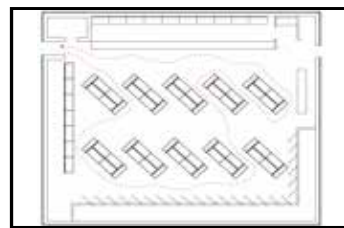
Loop/Racetrack Layout



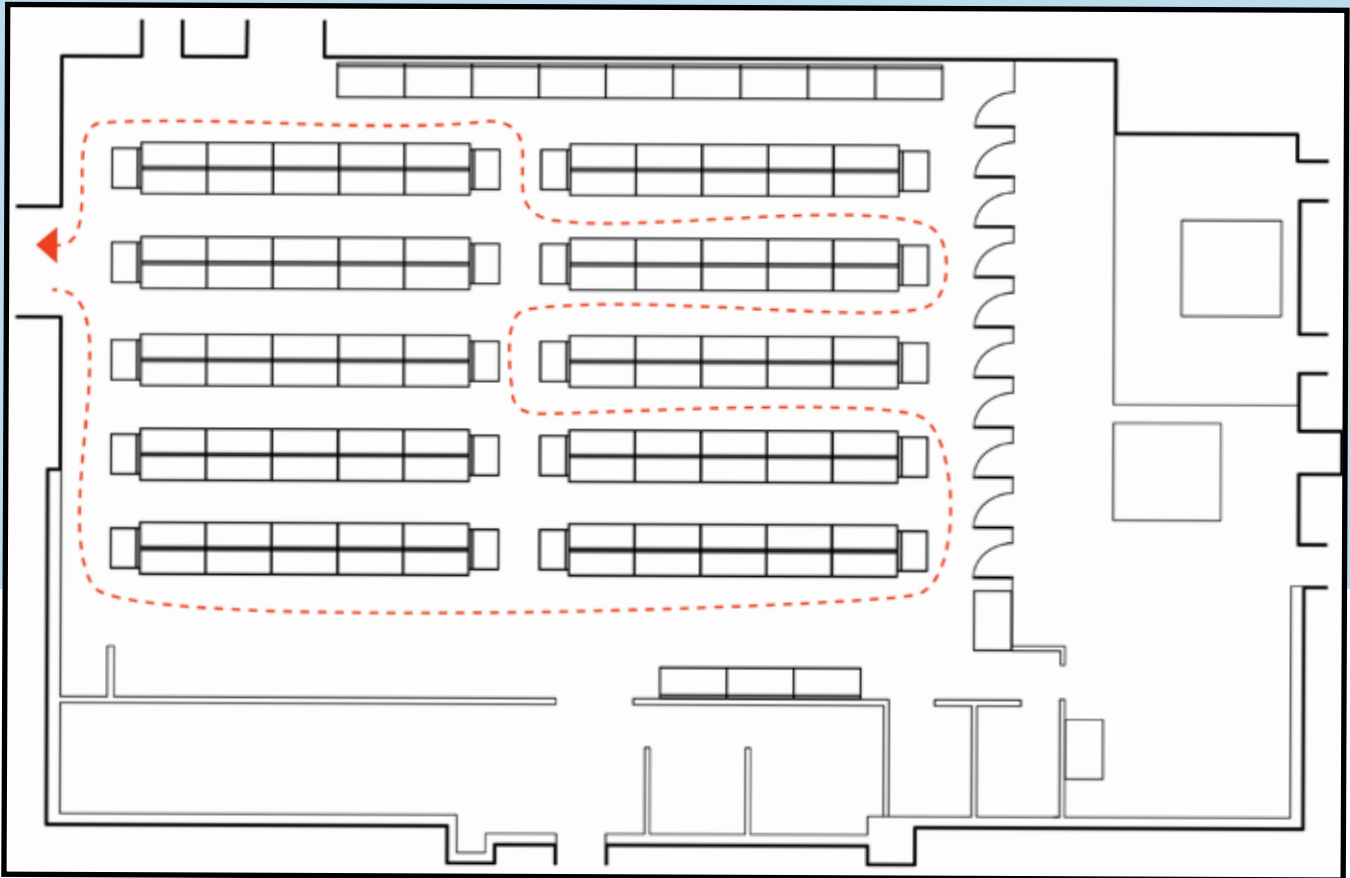
Straight Layout



Free-Form Layout



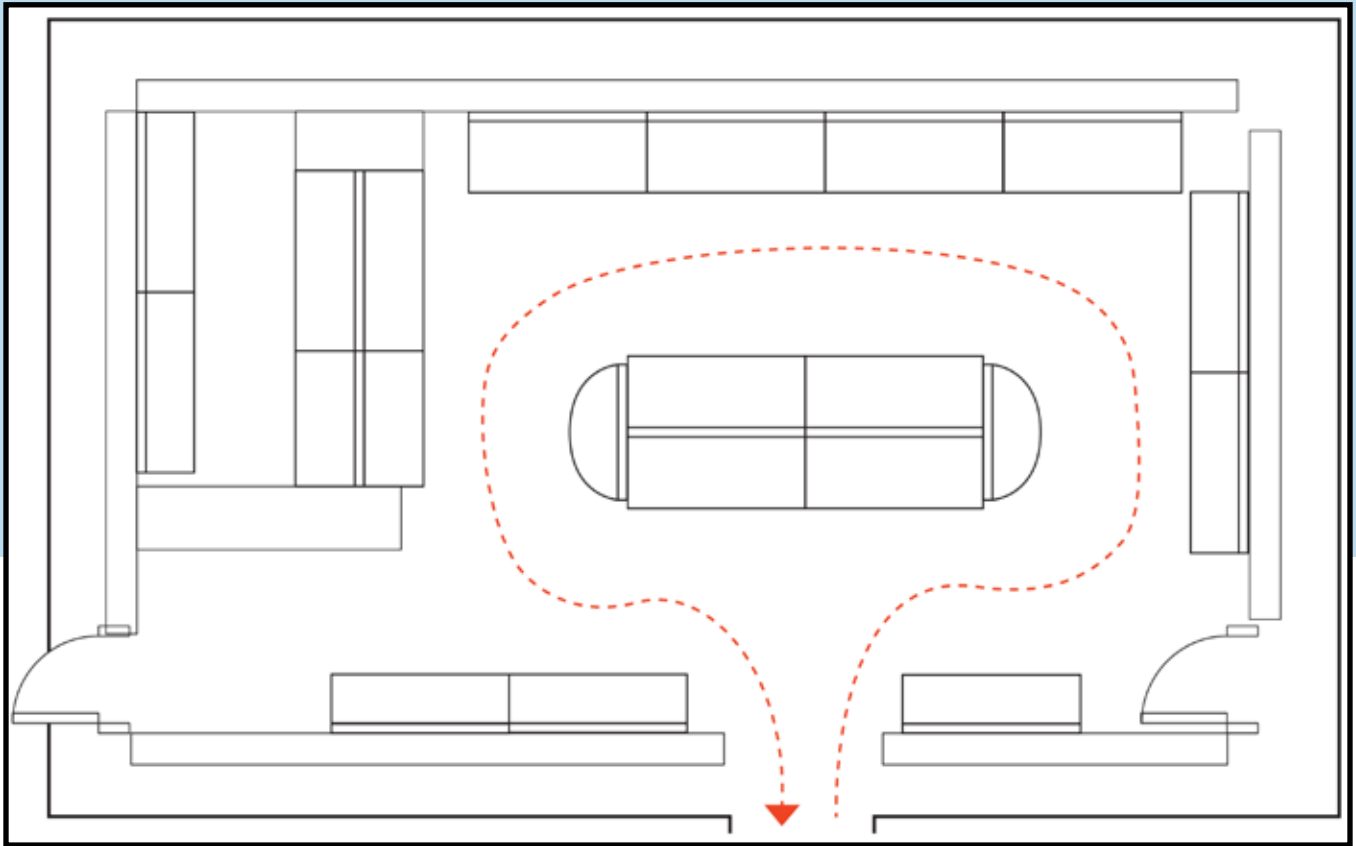
Diagonal Layout



Grid Layout

The grid layout is a great choice for stores with a substantial inventory; often characterized by lengthy aisles, this layout utilizes predictable merchandise arrangements to strategically position impulse-buy items near checkout areas and principal items towards the back. It also maximizes the use of available space, enabling retailers to fit more merchandise onto the shop floor; this can significantly increase sales per square foot, a critical metric in retail profitability.

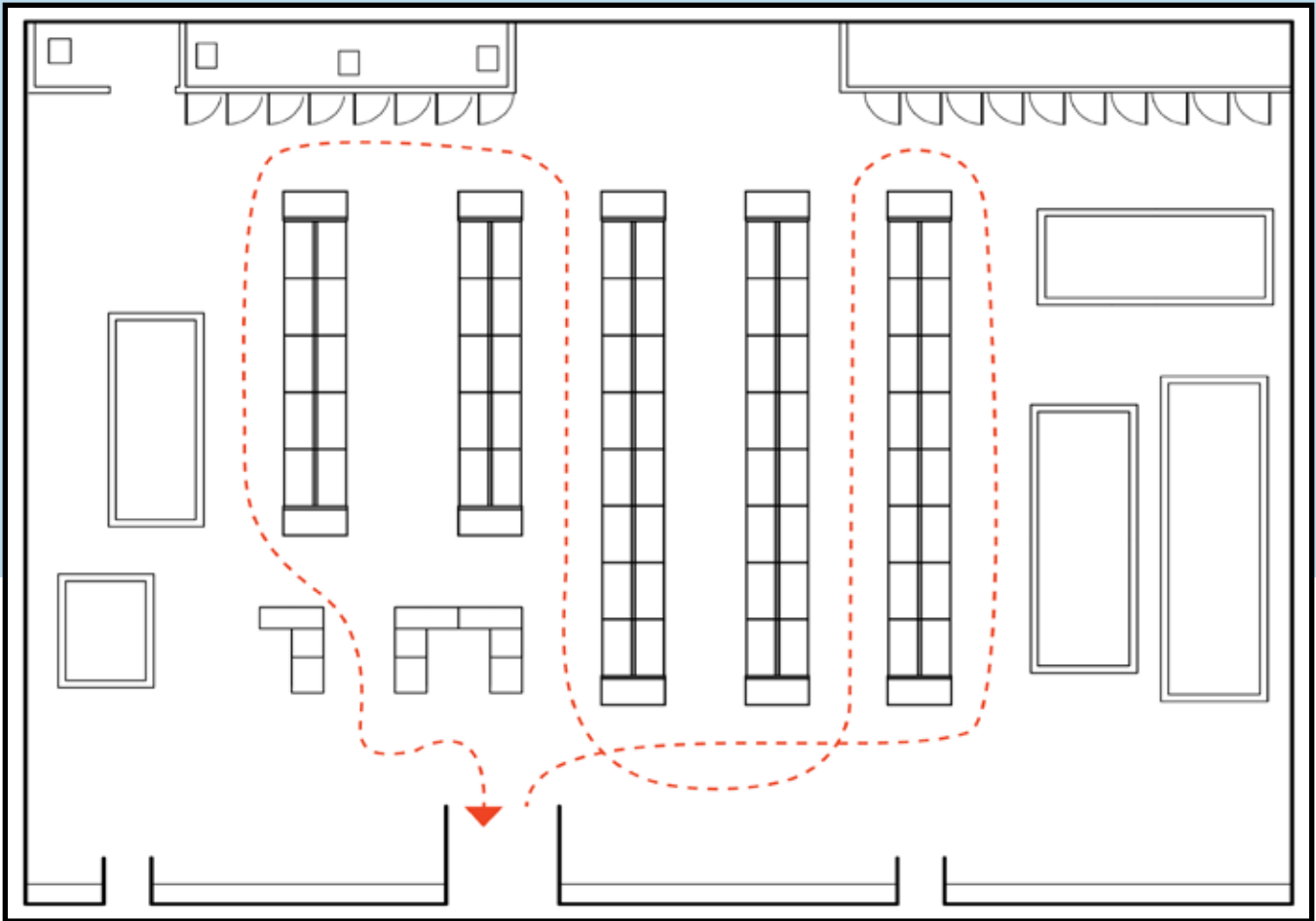
This design allows for efficient restocking and maintenance, as the structured arrangement provides clear pathways for staff operations. The simplicity of the design helps in inventory management by making it simpler to locate products, track stock levels, and organize merchandise systematically. This layout is perfect for stores that are less concerned with creating a compelling experience and are more focused on limiting empty space to ensure product visibility.



Loop/Racetrack Layout

This layout establishes a predetermined traffic flow that guides customers through every section of your store; it allows for better control over traffic flow, reducing congestion and creating a smoother shopping experience that encourages customers to return. This shape is ideal for spaces looking to create an experimental or step-by-step customer journey. This design is particularly effective as it ensures that customers are exposed to a wide range of products, encouraging

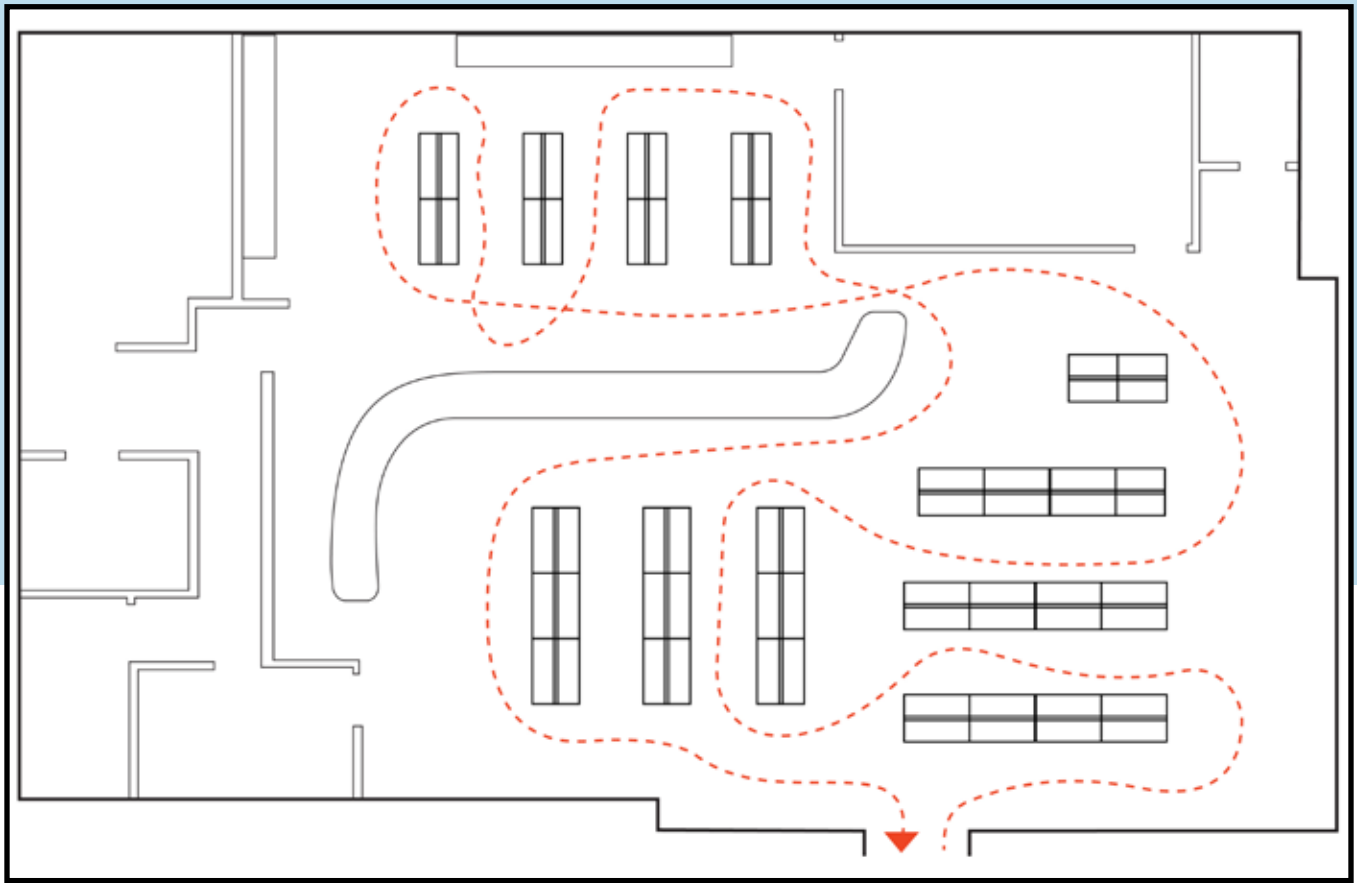
discovery and impulse buying. It also can be strategically designed to pass shoppers through high-margin departments or seasonal displays, optimizing exposure to products that might otherwise be overlooked. While it excels in optimizing the visibility of all products and ensures encounters with signage, it may result in customer frustration for those aiming to swiftly locate specific items and not make additional purchases.



Straight Layout

The straight aisle configuration is the self-explanatory and budget-friendly design choice. This creates consistent engagement by leveraging signage, product displays and thoughtfully positioned merchandise to allow the shopper to decide what aisles to explore. This layout can be highly effective in stores where visibility from the entrance to the back is important, as it offers clear lines of sight. This not only enhances security by reducing hidden corners but also allows for promotional displays to be visible from

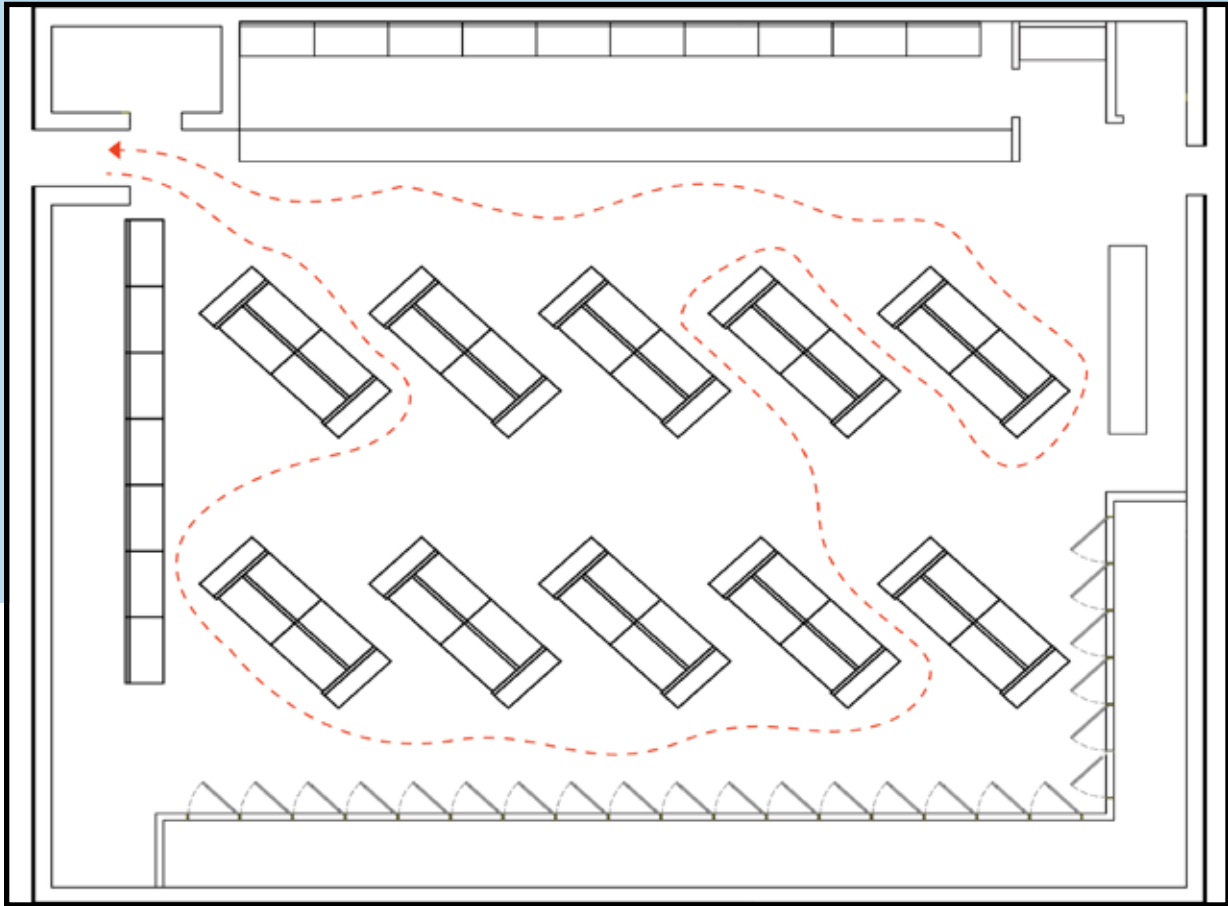
various points within the store, drawing customers deeper into the shopping environment. It also supports a systematic shopping experience, where customers can easily remember the location of products, facilitating repeat visits and quick trips. This straightforward approach fosters an uncomplicated and easy-to-navigate environment that entices customers to leisurely browse; the risk of swift shoppers that overlook merchandise at the front or sides of the store is the only potential concern for this layout.



Free-Form Layout

This layout emphasizes a free-roaming approach to exploring products rather than a guided predetermined flow of traffic. This strategy is particularly effective when employed in smaller spaces and for upscale stores with limited inventory but a focus on high-end products and experience-based interactions. The Free-form layout excels in creating a unique and memorable shopping experience that can differentiate a store from its competitors; by allowing customers to discover products organically, it enhances customer engagement and satisfaction, encouraging

them to spend more time in the store. This design can be tailored to highlight certain products or brands, using creative displays and ambient elements to create a more immersive shopping environment. This adaptability makes it particularly well-suited for boutiques and specialty stores where personalization and customer experience are paramount. The challenge of this layout lies in the constrained space for fixtures and displays as well as the absence of a structured layout that might confuse customers who are more familiar with traditional store design.



Diagonal Layout

The diagonal layout strategically creates angled aisles to showcase a broader range of merchandise while directing them towards the checkout area. This tactic promotes fluid movement to ensure customers have visibility of all products and proves advantageous for stores with space constraints. This layout can be particularly effective in enhancing customer interaction with products, as the angled positioning can make merchandise more approachable from multiple directions. This increased exposure can lead to higher sales as customers are more likely to discover and interact with a wider

variety of items. It also facilitates better sightlines across the store, which can improve overall store security and reduce the likelihood of shoplifting. By optimizing the use of space and enhancing product visibility, the diagonal layout serves as a compelling alternative to traditional straight or grid configurations, especially in retail environments where maximizing product exposure is critical. Nonetheless, this layout is accompanied by a similar set of challenges as the grid layout, lacking the option to take shortcuts when searching for specific items and possibly resulting in narrower aisle altogether.



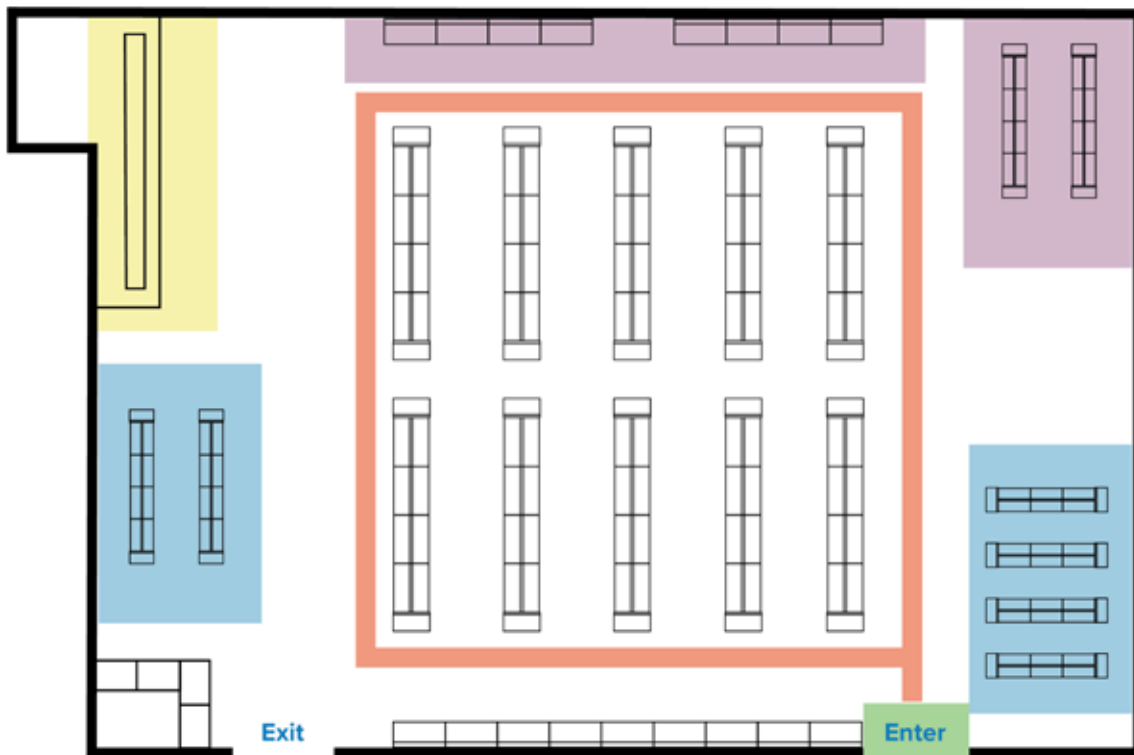
Customer Movement and Interactions

Analyzing customer movement and interactions is a vital part of building your retail environment. Your store layout should anticipate how customers will move through the space and encourage them to explore as much merchandise as possible. For example, most customers turn right when they enter a store, loop around, and head back to the checkout area at the left. Adhering to this pattern can make the navigation through the store more intuitive and create a more seamless shopping experience.

Understanding the buying behaviors and patterns of your target audience gives you the ability to adapt the store design to meet their needs. For example, shoppers who seek variety may appreciate a layout that encourages exploration (e.g., free-flow), and impulsive buyers tend to make decisions based on celebrity endorsements, slogans, logos, or advertising materials. Meanwhile, shoppers seeking an experience may enjoy the storytelling aspect of a racetrack layout.

Zone Layout Strategy

Identifying the different areas in your store allows you to influence how customers interact with merchandise, navigate the store, and ultimately, how they make purchasing decisions. enhancing customer experience, and increasing dwell time and sales.



- High traffic zones: The primary routes customers take to access sections with in-demand products.
- Decompression zones: Sections where customers adjust from the outdoors to the inside of the store.
- Idling zones: Areas where customers pause to wait for services, like the bakery, deli, or meat counter.
- Low demand zones: Aisles with products that aren't purchased often. Directing customers through this section before they enter high demand zones can encourage impulse buys.
- High demand zones: Sections with popular products, typically located at the back or along the store's perimeter, purposefully guiding shoppers through low demand zones to reach their desired items.

Navigating Product Placement and Visibility

Determining where to place products in your store requires careful planning. This includes strategically placing sales and promotional items, making seasonal or limited availability products easy to find, using exterior space to highlight outdoor products, and featuring impulse buy items along aisles and near checkouts.

A key principle to follow is “eye level is buy level,”; customers are more likely

to purchase items placed at eye level. Below this, the “touch level” is ideal for products like plush toys or soft clothing that encourage physical engagement. Additionally, clear signage is essential for visibility and using signage tools like headers and shelf talkers helps transparency and guides customers smoothly through the shopping experience.

Gondola Headers

Gondola headers are perfect for labeling product categories and promotional items.



Aisle Signs

Aisle signs ensure a smooth shopping trip by clearly announcing product categories.



Aisle Violators

Aisle violators disrupt the product flow to showcase sales and promotions.



Shelf Talkers

Shelf talkers inform customers about the product and highlight special features.



Choosing Effective Displays and Fixtures

The most effective way to transform a retail space is by adding functional yet stylish shelving units. No matter the setup, these units maximize your merchandising capacity, giving room to various products. With strategic product placement, you can create a seamless flow that enhances the shopping experience while keeping inventory organized.

Retail Gondola Shelving

Standalone shelving units are perfect for items you want to draw attention to, like promotional, sales, or seasonal items. Starter shelving units that have add-on options thrive in large, open spaces; ideal for displaying multiple categories of products, these displays support cross-selling by placing complementary products next to each other. For example, a double sided or island unit can be great for liquor stores looking to showcase an experience by stocking wine on one side, and a wine glass set on the other side; add an endcap unit to maximize display capacity.



Metal Options



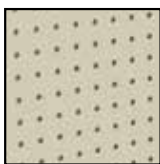
Black



Platinum

Finding affordable options for sturdy, adaptable displays can be tough. Custom designs cost more, while stock displays lack flexibility. DGS Retail offers durable gondola shelving with customizable options for any retail space. Expand easily with add-on units and create versatile displays with pegboard for both shelved and pegged products.

Backer Options



Platinum Pegboard



Black Pegboard



Birch Panel



Birch Pegboard



Birch Slatwall

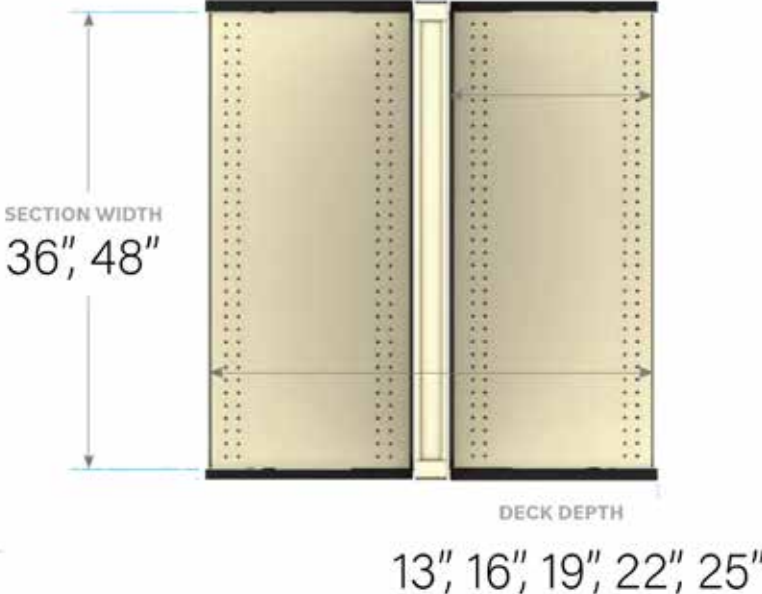
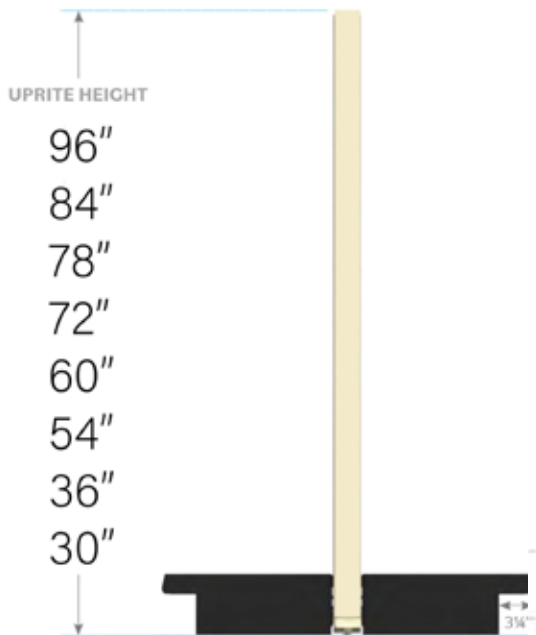
* Genuine Birch Panels available in 27 Colors

Shelf Capacity



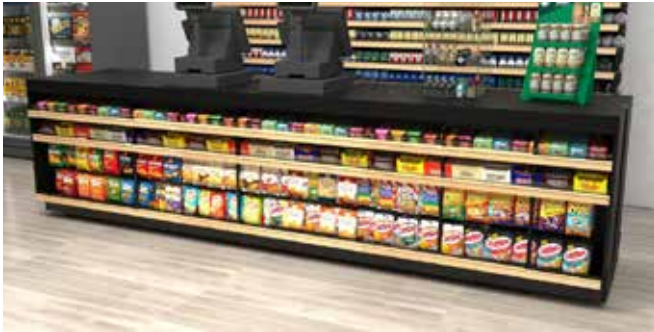
* This is for an average size wine bottle that measures roughly 12" high and 3.2" in diameter

Depth	Bottles
13in	4
16in	5
19in	6
22in	7
25in	8
Width	Bottles
36in	4
48in	5



Checkout Counters & Cashwraps **Liquor Store Displays**

These units are the stylish way to streamline the checkout experience while promoting impulse buys.



Liquor displays make it easier than ever to organize hundreds of different brands with clear signage that pops.



Cigarette Displays

Keep your convenience store organized with cigarette displays that feature pushers to easily grab small products.



Beer Cave Shelving

Beer cave shelving is the easiest way to display a large volume of products in an organized manner.



Grocery Fixtures

Orchard bins and produce tables provide a rustic charm to any grocery store that captures customer attention.



Mobile Gondola Shelving

Move around popular or seasonal merchandise with ease thanks to our high quality mobile gondola shelving displays.



Security Doors

Secure expensive items with sturdy, stylish doors that protect without compromising accessibility.



Hat Displays

Stack, store, and showcase hats with sleek displays that keep styles in sight and within reach..



Mini Liquor Bottle Displays

Maximize impulse sales with sleek displays that keep mini bottles organized and within reach.



T-Shirt Displays

Neatly stack and showcase tees in stylish cubbies, with mobile options for flexible merchandising.



Sunglass Displays

Keep shades organized and in sight, making it easy for customers to grab their perfect pair.



Golf Displays

Tee up the perfect setup with cubbies for apparel and golf arms that keep clubs stylishly on display.



Metal Gondola Shelf

Our metal gondola shelves come in black or platinum, 36in or 48in widths, and depths from 13in to 22in.



Wood Trim Tag Holder

The stylish way keep your merchandise prices up to date; buy with shelves as a pack or a la carte to best suit your needs.



Wooden Dump Bin

Showcase your wine in our genuine birch wood bins that seamlessly attach to gondola shelving displays.



Wire Dump Bin

Wire bins make highlighting merchandise easy and practical in an open design that is sturdy for heavier items, like wine bottles.



Half Rounded Shelf & Base

Bring rustic charm to your displays with our half rounded shelf, and add a half rounded base for a complete look.



Bakery Shelf

Add a natural, vintage look with Bakery Shelves, great for displaying fresh baked breads, pastries, gifts or apparel.



Complete and Perfect Your Layout Strategy

Once you've laid the groundwork with the initial steps—establishing your store's needs, creating the ideal layout for perfect product placement and customer flow, and choosing effective fixtures and displays—it's time to bring the steps together to complete your store layout. Think of this step as the grand finale where you get to polish and perfect every element. It's about making sure that everything clicks together like pieces in a puzzle, creating a seamless flow and an inviting atmosphere for your customers. This is the moment to double-check the details, play around with aesthetics, and ensure that every part of your store tells a part of your brand's story.

That's where DGS Retail's Free Store Design Layout Service can really make a difference. Imagine having a team of design wizards at your disposal, ready to turn your vision into reality—all for no cost! We'll help you refine your layout, suggest creative changes, and ensure your space not only looks fantastic but also works efficiently. Whether it's adjusting sightlines, enhancing the shopper's journey through your store, or just making sure your displays pop, DGS Retail's experts are there to help you with every detail. With unlimited revisions, watch as your dream store layout springs to life, perfectly aligned with both your needs and your customers' desires.





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