

# STORE OF THE FUTURE

Store Design in 2010



MARCH 2010

# WE HAVE 10 QUESTIONS FOR YOU...



- What will store designers, landlords and retailers have to look out for over the next five years?
- What will be the most fundamental driver of change in store design: ageing demographics, climate change or technological change?
- What will be the pitfalls for the large out of town store? What can be done to entice consumers back?
- Does multichannel retailing mean retail parks are a thing of the past?
- Will evolving car travel patterns and changed footfall spell the death knell for the out of town shed?
- What is the most important success factor for a convenience store? Is it location or in store execution? Is there an opportunity in becoming delivery hot spots, so customers can pick up products ordered online?
- What are the main changes environmental awareness will bring to stores?
- How do you navigate the pitfalls of price checking applications on smartphones, especially when customers are inside your store already?
- How will greater customer communication impact on store design? What can ratings do to your store?
- What is the future of the instore kiosk? Is there a need for infoterminals, once smartphones rule the roost?

*If you are looking for actionable recommendations, this report will show you how to exploit the 3 megatrends that will shape the future of retail.*



# STORE OF THE FUTURE

WE FOCUSED ON DELIVERING ADDED VALUE THROUGH THIS REPORT:



## 1. HIGH LEVEL ANALYSIS

We believe that delivering value means combining high-level analysis with real hands on, on-the-ground experience. We deliver premium insights, outlining future trends and opportunities.



## 2. ACTIONABLE RECOMMENDATIONS

Our reports provide you with recommendations for each chapter to help your strategic decisions.



## 3. BEST PRACTICES

Every chapter features a case example and is illustrated with high quality pictures.

*Store of the Future is a visionary report delivering insightful analysis and valuable recommendations allowing retailers and manufacturers to build today their future leadership.*

## ABOUT RESEARCHFARM

ResearchFarm is an analyst firm specialized in the retail sector. We have worked in this area for several years and have acquired a great deal of invaluable experience and knowledge. Our close relationship network of retail analysts allows us to deliver the best insight to our clients.

## ON-THE-GROUND EXPERIENCE

Our experience includes 1000s of store audits. This unique expertise allows us to spot issues but also to share and reapply best practices.



# STORE OF THE FUTURE

## OVERVIEW

With 'Store of the Future', ResearchFarm delivers a one-of-a-kind report. Our analysts provide a interdisciplinary analysis of the **key issues that will impact the retail landscape in the next five years.**

**Ageing demographics, fuel price inflation, environmental issues and technology change** are about to revolutionise the way consumers shop. The very first signs are already visible, but only a few players have seriously taken this evolution into consideration. Retailers and manufacturers must act together now to avoid expensive later improvements to their store estates, range presentations and modus operandi.

## KEY ISSUES PRESENTED

- Ageing demographics
- Climate change
- Technological change
- Impact of car travel patterns
- Energy issues
- Store layout
- Regulation
- Customer Service

## WHO SHOULD BUY THIS REPORT ?

- Retailers (store design, strategy, development, marketing)
- Manufacturers (category managers, marketing, strategy)
- Consulting firms
- Market research
- Property companies
- Public Relation departments



## TESTIMONIALS

« The analysts at ResearchFarm have done a fantastic job. The report is quite cleverly structured. First it identifies a driver of change, then it highlights a best in class execution of how to exploit an emerging trend by evaluating a real life case example drawn from a global list of retailers. Finally the authors give recommendations of how others can implement the same strategy and negotiate the pitfalls by avoiding the mistakes of the first movers. I highly recommend store design in 2010! »

Industry source, high level executive, Strategic Insight Department

« This report includes tons of ideas and is very insightful. While many fill their reports with raw financial information, ResearchFarm delivers proper analysis »

Marketing executive, leading FMCG company

« We highly rate this report for the best practices and the clear recommendations. The layout is innovative compared to what we are used to read and highlights the key take outs »

Market research, leading FMCG company

# Case example: Tesco

- **Fresh & easy is also actively shouting about its environmental credentials.** The retailer has installed a 50,000 sq m roof-mounted **solar installation** on its Riverside, California distribution center. Through membership in the **Leadership in Energy and Environmental Design (LEED) Volume Certification Program**, Tesco is demonstrating the company's commitment to design more energy efficient and **sustainable buildings**. All the fresh & easy stores have **LED lights in the freezers and coolers** and these are also used for outdoor signage. Some stores have reserved parking for **hybrid cars**.
- **This is followed up by a focus on offering environmentally friendly products in store also.** Every store offers customers **recycling** and recycles or reuses all its display and shipping materials. Fresh & Easy **only offers** energy-efficient light bulbs in its stores.
- **Tesco is also a pioneer in providing 100% self-scanning at fresh & easy.** The system has security checks and **balances, such as** an alarm that is activated if an item is not scanned. A customer also cannot **double scan** an item.



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