

## 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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## PRICE

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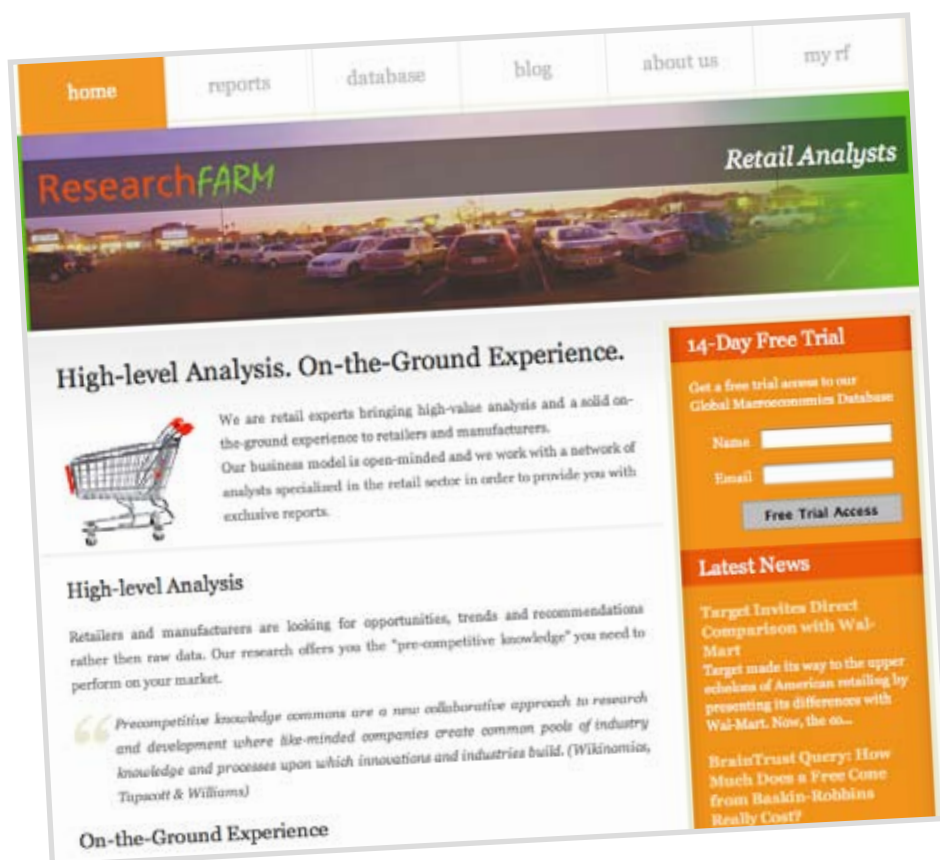
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