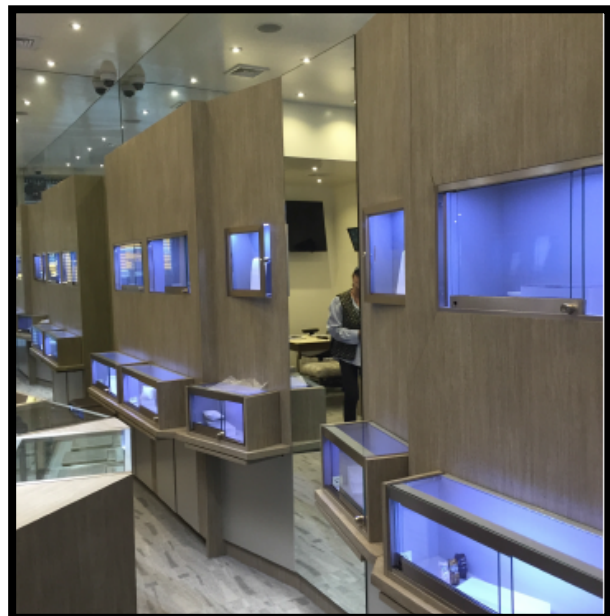


"design with merchandise in mind"

OVERVIEW OF YOUR INVESTIGATION TO INSURE YOUR INVESTMENT
HAS A RETURN ON YOUR BOTTOM LINE - A GUIDE FOR YOU TO
LEARN THROUGH EXAMPLE



Lexington Ave. New York City

Path to Success

- 1- **“Product Rules”** - know the dynamics of what you are selling.
- 2- **“Learn the lay of the land”**
- 3- **“What’s the business plan Sam? “
“What is your point of difference?”**
- 4- **“Budget the job”
“Schedule the opening”**
- 5- **“Put it to paper”**
- 6- **“Display Selection”
Plan-o-gram the product**
- 7- **“Interior Design”**
- 8- **“Lights, cameras action ! “**
- 9- **“Don’t let it turn to seed”**
- 10- **About the Author**

JERRY BIRNBACH & ASSOCIATES

Store Planning Consultants

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1. Product Rules

There is no question that product will dictate the entire dynamics of the store. Packaging size, method of showing product in packaging (Hang, shelved, cross bar, stacking, sit on floor) will ultimately form the circulation and store layout.

Profitability is the main objective for opening up a store.

Most retailers do not do the math prior to going into a new store commitment and find out within a year from opening that they cannot generate enough sales to cover the overhead.

Here are the simple facts:

- Take your average inventory level by category

- Determine the gross profit of the various product categories

- Use a realistic "turn" of each category.

Total Inventory x Gross profit x turns = annual store volume profit

- Calculate yearly overhead, (rent/utilities/salary/insurance/ expenses of business)

- Subtract overhead expenses from total profit and that will determine profit before taxes.

If you cannot cover your overhead your options are:

- Increase your gross profit margins

- Increase your sales floor productivity with higher turn items

- Allow more space for showing product in the store.

- Reduce overhead items while increasing sales productivity

It is only when you do the above exercises do you then know:

- you have allocated enough space to sell product.

- have the correct product presented and consider higher gross profit items

- your new store is right for you in terms of location, square footage, the terms of the lease.

2. "Learn the lay of the land"

There is the old adage that a successful retail operation is dependent on three things....Location, location, location.

This is correct to some degree; however, you *can* make an average location work for you.

Considerations in planning a new store that you need to address are accessibility for customers to easily reach your store.

If you are a Main Street location parking is not a big concern due to public transportation, or accessibility to main street from local housing or adequate street parking.

Urban stores often have to consider carrying product that can be handled by a customer walking home.

If your category is large (ie: furniture or appliances, then you need to offer a delivery service to accommodate the customer. Urban stores rely on foot traffic to generate customer traffic so a bigger emphasis on the window is required to create enough interest to people driving or walking by to want to come in.

Lighting the window is a dilemma when the natural light of the sun reflects off the window as it tends to blacken out the window so no one can see in.

The solution is using an intense level of lights in the window to overcome the natural light level and enable customers to look into the window.

Mall stores or strip center stores have a different set of criteria.

Malls have a high level of traffic so the issue, in my opinion, for getting customers to come into the store is not to give a lot of the store away from the front lease line. What I mean by give away, is allowing a customer to review your store from the front door without coming into the store and making a determination of the product from a distance. If you present a visual teaser at the store front and do not allow customers to see the entire store your chances to lure them in increases greatly. Teasers can be plasma screens, mannequins, or interesting lighting and decor.

Once you evaluate the likelihood of bringing enough customers into your store the next consideration will be determine as to who is your customer? Are your customers average America, upper scale or lower income. Knowing this information will determine the product you should be selling and how much of it do you need.

The end result of this task will start to establish the criteria of the store productivity and determine selling space requirements.

3. "What's the business plan Sam? "

"What is your point of difference?"

Retailing has reached a very high level of sophistication in the operations and systems used to keep the business on course.

What is your course of action?

You need to determine what constitutes success and how you plan to reach that level. The only way to manage a business is to create a business plan that is going to set certain benchmarks that you expect the store to perform to in order to stay profitable and keep the business profitable.

The plan includes bench marks of performance based on sales or items sold. Meeting last years levels and exceeding it is always a sign of a successful business.

In addition, what do you see the store performance five years down the road. This is important because when you design a store you need to consider how to expand the offering and showing the merchandise within the existing sales space.

Failure to calculate the future could become expensive and require moving the store which is not good when the store now has roots in the neighborhood.

When we design, we always anticipate new product development, increased inventory or assortment offerings and therefore make sure that expansion is possible. Making this process easy is key and again not difficult to achieve as long as you address it up front with a plan.

The "Point of Difference" I cannot stress enough. Within given shopping radius of your store most probably will have competitors selling the exact or similar product that is in you store. There are many ways to establish a point of difference; as an example, pricing, merchandise being shown, level of back up stock of items, ease of shopping, knowledgeable sales help, extraordinary service, or even a neighborly attitude on the sales floor.

Once a customer recognizes what makes your store different, you have them returning. The failure of most retailers is to allow the point of difference to disappear. Once competition starts to provide customers with the same element that was unique to your store, It then becomes critical for you to recognize that you lost your edge and develop a new one. This concept is important and over time retailers loose the thrill of the kill and allow the customer to escape. Best advice is to reinvent the store prior to competition catching up, and create a new personality through new presentation, signing, updated materials or lighting that will allow you to become obvious to the public as new, fresh and relevant,

4. "Budget the job"

"Schedule the opening"

Design is driven by cost and most any concept can be translated into a "good, better, best" quality solution.

Specific store types such as Discount using lower price displays can satisfy the need; however, High end product requires a better display presentation which also can be as economical.

A good design can be interrupted using similar materials with the variable being quality, resiliency and ease to maintain in budget.

When evaluating budget items it is critical to not only look at the immediate out of pocket costs but you need to evaluate the cost to keep the item maintained going forward.

Lighting is a prime example as import lights are less expensive but their design can make the fixture run hot and reduce the bulb life.

The design can reduce the spread of the light and require more fixtures to cover the same area that a more expensive fixture can cover.

The savings is not as obvious when you consider the future.

Research and understand the product in order to make an informed decision.

Illustration 4 shows similar simulated grass material. As part of the budget process a comparison of "good, better, best" should be made available to you in order to compare cost to quality.

The biggest problem in controlling the budget is an accurate pricing of items cannot be determined until the construction drawings are complete.

A good designer or store owner needs to know the budget from the beginning of the design process and make selections and design elements based on experience. Once the budget numbers are received, a determination needs to be made if the total cost is over budget.

Where to put the money to get the biggest bang for the buck is an important decision.

There are always options, even late in the game, by making design modifications to reduce cost, or find alternate material options. It just takes time and that is another reason to allow the design process enough time to research the facts and then advance forward. Staying on budget is essential to get the store moving on the right track. Establish the budget, follow the budget and the budget is there to save you from over-costs.

“GOOD

BEST

(illustration 1)

Description	“GOOD			BEST			MATERIAL Amount	HIGH units	unit price	unit	total	Labor install	RDD 12.5 Handling	Frft/Tax 12%	Actual Unit \$	Actual	Difference High	Difference Low
	MATERIAL Amount	LOW units	unit price	unit	total													
Walls	20	lf	\$5.00	lf	\$100.00	20	lf	\$10.00	lf	\$200.00	\$1,000.00							
Grass	1500	s.f.	\$2.50	s.f.	\$3,750.00	1500	s.f.	\$4.50	s.f.	\$6,750.00	\$4,500.00			\$12.50	\$18,750.00	\$12,000.00	\$15,000.00	
Wood Floor Tile	480	s.f.	\$3.00	s.f.	\$1,440.00	480	s.f.	\$6.00	s.f.	\$2,880.00	\$1,440.00							
Back Floor	480	s.f.	\$3.00	s.f.	\$1,440.00	480	s.f.	\$5.00	s.f.	\$2,400.00	\$1,440.00							
Work Area	1500	s.f.	\$4.00	s.f.	\$6,000.00	1500	s.f.	\$7.00	s.f.	\$10,500.00	\$4,500.00							
Floor graphics	150	ea	\$8.00	s.f.	\$1,200.00	150	ea	\$12.00	s.f.	\$1,800.00	\$750.00							
Paint Ceiling					\$600.00					\$1,500.00	\$1,500.00							
Counter cash	20	lf	\$200.00	lf	\$4,000.00	20	lf	\$400.00	lf	\$8,000.00	\$600.00							
Uniform counter	10	lf	\$200.00	lf	\$2,000.00	10	lf	\$400.00	lf	\$4,000.00	\$600.00							
Counter Stalls	4	ea.	\$200.00	ea	\$800.00	4	ea.	\$400.00	ea	\$1,600.00	\$600.00							
Cash overhead	1	ea	\$500.00	ea	\$500.00	1	ea	\$1,000.00	ea	\$1,000.00	\$600.00							
Overhead Tech	4	ea	\$400.00	ea	\$1,600.00	4	ea	\$800.00	ea	\$3,200.00	\$600.00							
Uniform tech	1	ea	\$1,500.00	ea	\$1,500.00	1	ea	\$3,000.00	ea	\$3,000.00	\$600.00							
Overhead Lighting	20	ea	\$200.00	ea	\$4,000.00	20	ea	\$350.00	ea	\$7,000.00	\$2,500.00							
Overhead Lighting	40	ea	\$50.00	ea	\$2,000.00	40	ea	\$100.00	ea	\$4,000.00	\$2,500.00							
Bulbs	60	ea	\$20.00	ea	\$1,200.00	60	ea	\$30.00	ea	\$1,800.00	\$2,500.00							
store front work	15	lf	\$300.00	ea	\$4,500.00	15	lf	\$500.00	ea	\$7,500.00								
mann	30	ea	\$200.00	ea	\$6,000.00	30	ea	\$400.00	ea	\$12,000.00								
Dress Room	2	ea	\$400.00	ea	\$800.00	2	ea	\$600.00	ea	\$1,200.00	\$600.00							
Bench shoes	6	ea	\$250.00	ea	\$1,500.00	6	ea	\$400.00	ea	\$2,400.00	\$400.00							
Plumber											\$2,000.00							
Upper graphic/sign	10	lf	\$1,000.00	lf	\$10,000.00	10	lf	\$2,000.00	lf	\$20,000.00	\$4,000.00							
Work upper graphic	10	lf	\$500.00	lf	\$5,000.00	10	lf	\$1,000.00	lf	\$10,000.00	\$2,000.00							
Work icon	1	ea	\$3,000.00	ea	\$3,000.00	1	ea	\$5,000.00	ea	\$5,000.00	\$800.00							
Tunnel	2	ea	\$4,000.00	ea	\$8,000.00	2	ea	\$7,500.00	ea	\$15,000.00	\$1,200.00							
Wall Displays	160	lf	\$150.00	ea	\$24,000.00	160	lf	\$250.00	ea	\$40,000.00	\$6,000.00					\$23,750.00	\$16,000.00	\$250.00
Wall Shelves,etc	640	lf	\$8.00	lf	\$5,120.00	640	lf	\$12.00	lf	\$7,680.00	\$2,000.00							
Floor Displays	32	4'dbl	\$400.00	sect	\$12,800.00	32	4'dbl	\$600.00	sect	\$19,200.00	\$2,000.00					\$11,400.00	\$6,400.00	\$1,400.00
work wall display	140	lf	\$100.00	lf	\$14,000.00	140	lf	\$200.00	lf	\$28,000.00	\$2,000.00							
Store Front	100	lf	\$300.00	lf	\$30,000.00	100	lf	\$500.00	lf	\$50,000.00								
Exterior Sign lite	45	lf	\$300.00	lf	\$13,500.00	45	lf	\$300.00	lf	\$13,500.00								

Budget, High / Low estimate, Actual vs. Budget

(illustration 1)



(illustration 2a)



Model image taken at same location of actual store photo, rear door walking into the store

(illustration 2b)

ORDER NUMBER

Model	Length	Finish
L-Track	2'	Black
L-Track	2'	Brushed Nickel
L-Track	2'	White

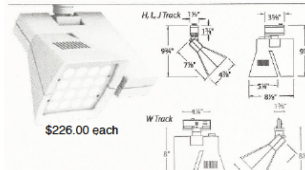
Each section includes two matching end caps.

Example: L2F-WT

Sample Layout

A - S-K18 18" Track suspension rod
 B - LLE Line end connector
 C - L2 2 foot Section of L Track
 D - L-L-LEFT 1/2" Connector (Left)
 E - L-LED75-27 LEDmax™ LED track head
 F - L-ENDCAP End Cap (Included with track section)

LOGOS – model: LED40
LEDme® Track Luminaire



WAC LIGHTING
Responsible Lighting®

Fixture Type:

Catalog Number:

Project:

Location:

BayMAX™ LED High Bay Pendants
BLHP

MaxLite's BayMax™ LED High Bay Pendants offer performance LED luminaires that replace up to 400-watt metal halide fixtures in commercial, manufacturing, warehousing, or any high mounting height application. The fixtures feature advanced dichroic coatings for corrosion resistance, an advanced optic package for uniform horizontal levels, and excellent vertical distribution with reduced glare. Patented heat dissipation technology extends component life. Dimming drivers provide adjustable light levels that maximize energy savings while providing the exact amount of light level needed for the task. These IP65-rated fixtures contain LM-80 tested LEDs with individual custom optics that provide ideal light distribution for mounting heights from 15 to 40 ft.

FEATURES:

- Dichroicized finish*
- High efficacy LED boards and matched heat sink for optimized thermal dissipation
- Reflector optics
- Dual down-rod mounting for stability
- IP65-rated for wet locations
- Modular optic array design
- Dimming driver
- CRI: 70 (min.)
- L70 rated lumen maintenance to 65k hr. +



PROJECT NAME:

CATALOG NUMBER:

NOTES:

FIXTURE TYPE:	ROOM SCHEDULE:
<input type="text"/>	<input type="text"/>



WAC LIGHTING
Responsible Lighting®

Home • 120V Track Systems • 120V Track Luminaires • Line Voltage

Explore Our Products

Applications

Be Inspired

Connect with Us

Resources

Where to buy

Log In



765 Line Voltage Track Luminaire
Features for resident

- Metal construction
- Double yoke design
- 350° horizontal rot
- Easily re-lamped fr
- Open-back design
- Uses PAR38, LED R

Finishes: BK, BN

Lighting specification

Simulated grass floor options based on price and installation, timing

INTERNATIONAL LIGHTS QUOTE

Intro

Following are units cost for the Trackheads and LED Downlights.

Reggiani, Varis, 32270 trackhead LED... see attached cut
Trackhead(s) prices: \$189.00 ea.
Track(s) price(s): \$18.00 per ft.

Meteor, Whiz 90 LED High Bay: \$595.00 each

Does not include freight, or taxes.

Hope this helps.

Tony DeLucente
International Lights
36 West 20th, Street 4th Floor
New York, NY 10011
Ph: (212) 414-2833 x 313
Fax: (212) 414-2813
Mobile: (646) 430-3792
E-mail: tony@internationallights.com
www.internationallights.com

3G Lighting • Acclaim • Axis • BEGA • Custom Metal Craft • dac • Davis Muller • EUBOCA • FDU Collection • HesaAmerica • Illuminating Experiences • ILEK • Luovos Lighting • Ubecontrol • Lucifer Lighting • Lumscape • LUXO • MP Lighting • NEIHARDT LIGHTING • NEWMAT USA • NORWELL LIGHTING • Optolum • Picasso Lighting • Selux • Spectrum Lighting • 71UMT26E1

Reggiani is an adjustable track head with an optimum weight balance. The built-in metal support is fully adjustable and fully rotatable. This also allows for greater head clearance.

Reggiani is an adjustable track head with an optimum weight balance. The built-in metal support is fully adjustable and fully rotatable. This also allows for greater head clearance.

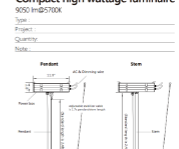
Reggiani is an adjustable track head with an optimum weight balance. The built-in metal support is fully adjustable and fully rotatable. This also allows for greater head clearance.



Specification



Whiz Series - 90
Compact high wattage luminaire



it imagine tile
Let your imagination run tiled



PM34 Padded Artificial Turf NTOV1PM34

Reviews (1) ★★★★★
Read Reviews | Write a Review
Select a size or Customize it!

12 x 12 ft | 12 x 30 ft | 12 x 50 ft | 12 x 70 ft | CUSTOM

Custom Sizes: Width 12 ft. Length: ft. **CALCULATE**

Total Price: **\$1974.00**
Quantity:

840 **ADD TO CART**

Elite Padded Artificial Turf NTWFElite

Reviews (0) ★★★★★
Read Reviews | Write a Review
Select a size or Customize it!

15 x 25 ft | 15 x 35 ft | 15 x 65 ft | 15 x 75 ft | CUSTOM

Custom Sizes: Width 15 ft. Length: ft. **CALCULATE**

Total Price: **\$4826.25**
Quantity:

1125 **ADD TO CART**

Estimated shipping cost: 0.26¢/sq. ft. Minimum shipping rules do apply. See more information in the Shipping Info below.

(illustration 4)

5. "Put it to paper"

The planning of a successful store requires the appropriate drawings to be generated in order to price the store accurately and convey all the hours of the owners conversation regarding the requirements for the store.

Drawings must be accurate and providing all the information necessary to build out the store.

A full set of drawings start at the preliminary design stage which investigates relationships of the store function. In my design process, I generate three different plans based on the most important criteria provided by the owner.

If security is a primary issue, cash counter locations become critical.

Often the best location for the cash counter is the front so that you see anyone passing by the register on the way out has paid for what is in their hands. This location also serves as a deterrent for shop lifters.

Customers who do not like to be pounced on as soon as they enter the store will prefer a different sales staff location. Form follows function applies store wide.

Accessibility to stock areas to sales floor, dressing rooms to product, sale goods to front of store is part of the design criteria and solutions.

Once our client reviews the three concepts based on critical criteria, the best of all three are rolled into one grand solution which the retailer approves.

After some fine tuning the ultimate plan is arrived at.

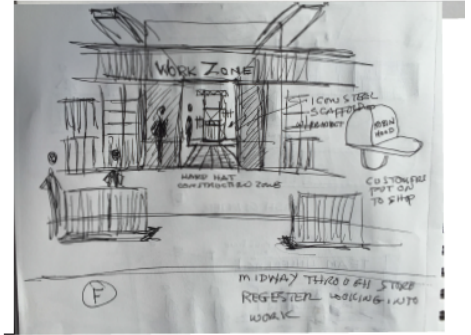
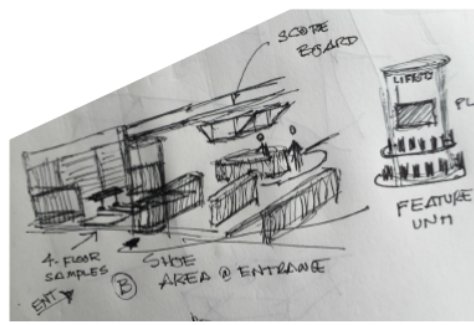
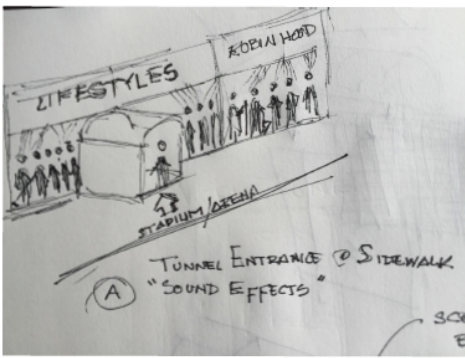
Illustration 5 shows simple sketch images of key feature areas so the retailer can better understand the design. By seeing the alternatives for the store design the final approval process moves along quickly.

In addition to the drawings I provided, a scale model of the new concept and photographs of the model at eye level. Photographs enables the store owner to see every part of the store and how the various areas relate to one another. (see illustration 2a the model, and 2b the existing store condition).

This comparison shows a retailer how the store design directs the customer to better see, desired categories of merchandise.

Depending on the degree of construction, the drawings may not need to be filed with the local building department.

All towns work under different regulatory codes so you need to check with your town to see what is required with your job filing.

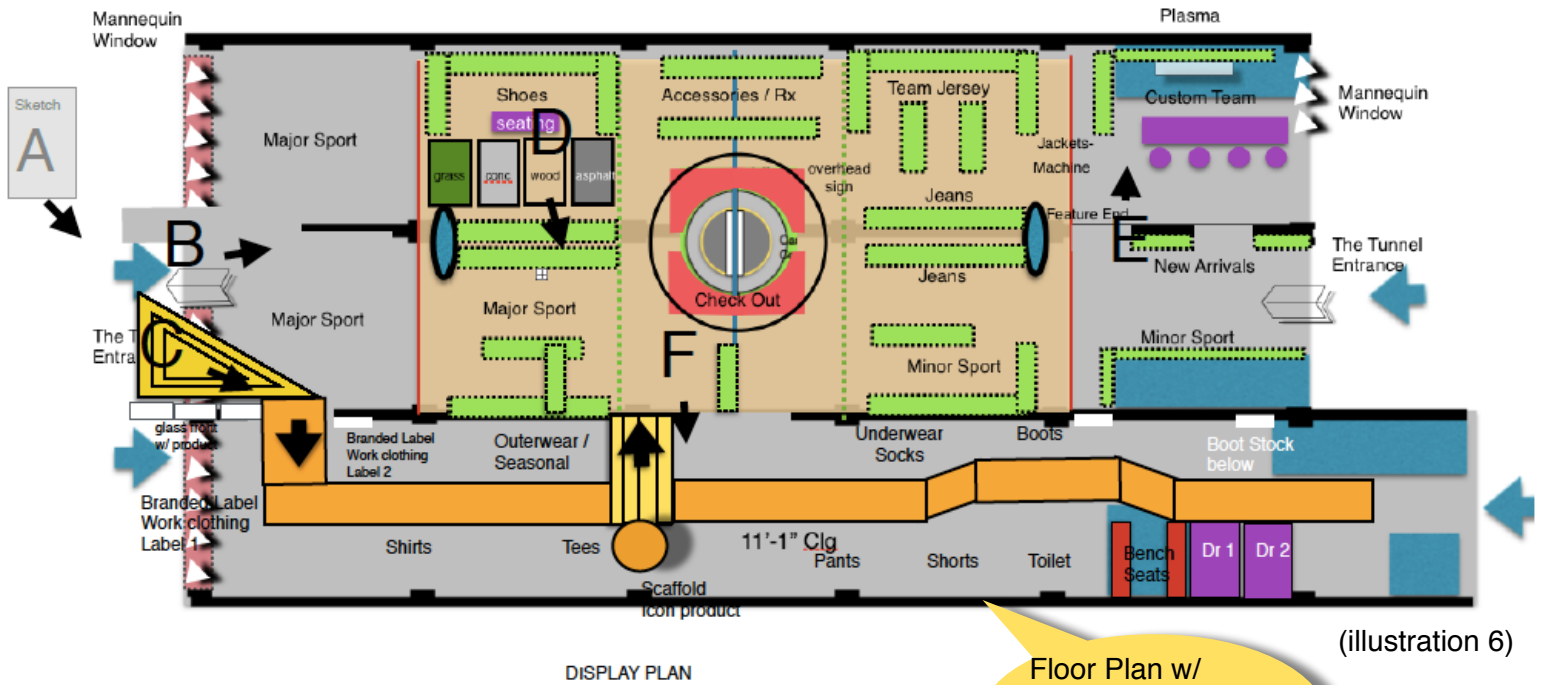


Sketch concepts to illustrate ideas w/ explanation

(illustration 5)

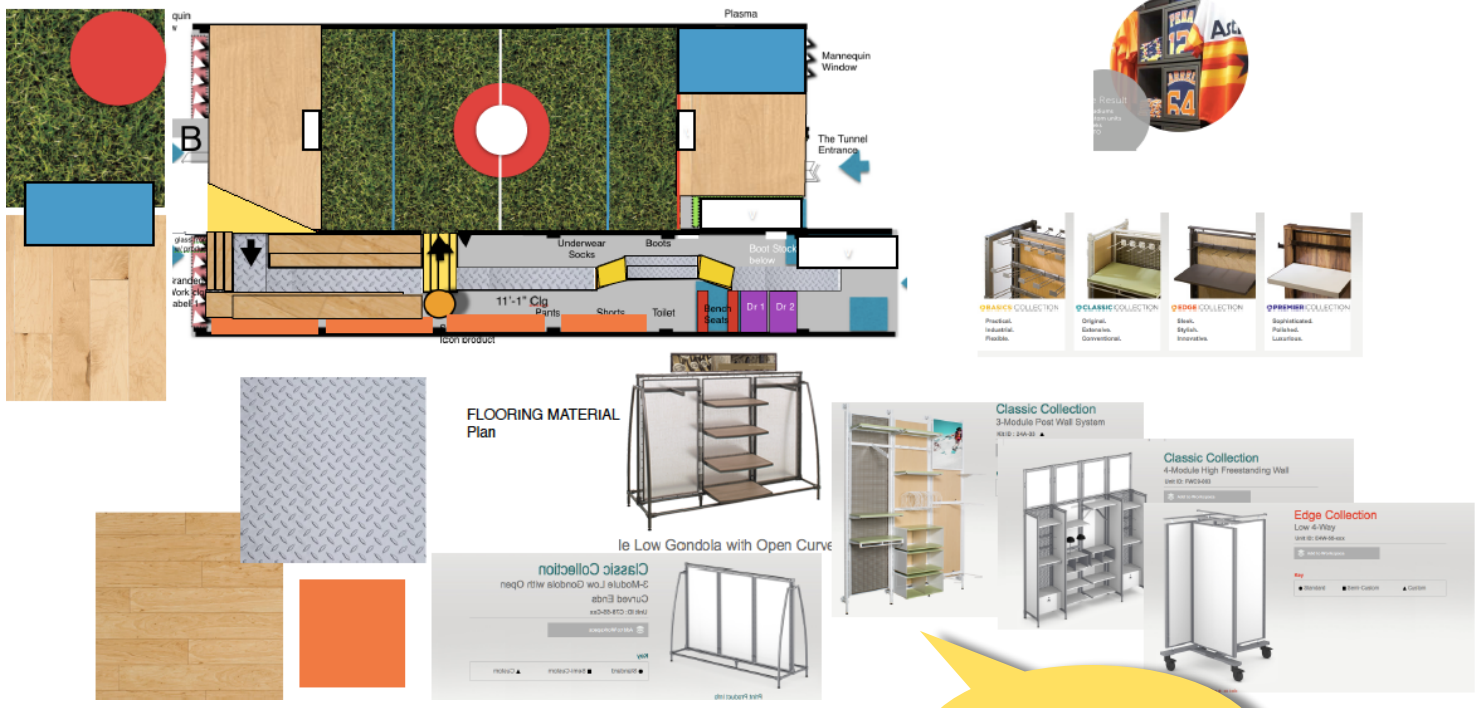
Summary of sketches A-F

- A- Entrance with a simulated tunnel effect , inside tunnel can be athletic posters, school logos, to promote the sport of the season
Window line uses mannequin to show equipment and uniforms and accessories
- B- From front entrance after passing the first "major sport zone" you enter the center court, shoes on wall with seasonal on the aisle, over the check out is the score board sign, center court has a different floor to set it apart from the rest of store
- C- Just right of the front entrance, off to the side is the work zone. The intent here is to use yellow and black construction tape painted on the floor, with a strong direction toward the entrance to the work zone, The peals off immediately the work customer from sport customer Plans show two variations to the entrance. A single center opening for in and out to work, or a one way in close to front door and must exit midway at cash register, causing work to experience the sport side of the business on the way out of store.
Glass penetration allows for work clothing to be visible from the sport side of store.
Could have work product in front of opening as a lead into the major department area
- D- Look at cash area in sport looking back into work, Work has an icon that is a scaffold erected to the ceiling with product hanging and folded on the scaffold, Could use neon or led to provide a guiding light to lure people into work. right of the cash , tall, is the goal located on the playing field floor, that can be plasma, feature product area, sport poster brand supported.
- E- Uniform area, set off the main aisles but very visible to customers in store takes on a relaxed, edgy section, counter top with dinner swivel stools attached to ground. Can provide drinks to team leaders, can lay product on counter. Idea is to show using plasma the styles, color available, and left and right placing the actual garment on the wall to review in person . Right of the counter at window line would be three sizes for same uniform to show variety of the team offering . iPads allow for order taking and leaving with team members name, size, number, all of which could have been prepared online prior to visit to store, comes up at store, and you fill in the final uniform style number determined. Saves time, allows the store to enter the house when setting up team prior to visiting store.
- F-Closer view of in and out work option, with center icon in work bleeding out into store . would love to get hard hats with Robin Hood logo on front, for customers to wear when shopping of kids to wear to help dad with shopping. Maybe an item to sell if logo is cool enough



(illustration 6)

Floor Plan w/ merch. assignment, dept adjacency



(illustration 7)

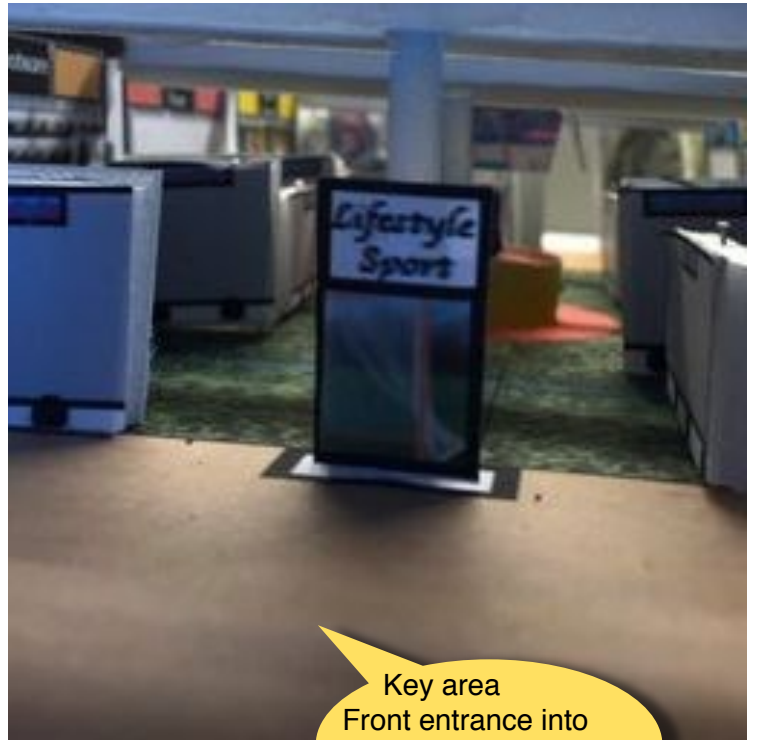
Review display options
Flooring material options



Scale model of final design, photograph often at eye level, great audit tool.



Key area
Entrance from work side
store into sport store
cash register in view



Key area
Front entrance into
store

6. "Display Selection"

Plan-o-gram the product

Display selection is very critical to your bottom line. Using displays that properly show your product in the best way will generate more sales and improve your bottom line.

Displays can be purchased at different price points but understand you get what you pay for.

Imports are the least expensive but the plating is often poor, and not able to stand up to high traffic use.

If your store has a limited budget discount then imported displays might be the solution.

When expensive product is priced high the displays need to convey that message to the customer in order to give the product credibility.

Positioning the product is part of the "point of difference" stated in a prior section of this guide. (see illustration 7)

Flexibility is a major objective in selecting the right display system.

Paint cans can be counted on to not vary in size as time marches along, so fixed shelves that can hold heavy amount of weight is the simple solution and display selection.

Electronics and accessories change size, shape, popularity almost on a daily basis so the display needs to adjust up, down, side to side and other ways to accommodate not only the product of today but the product of tomorrow.

Unless your displays can adjust to the product changes, you will find yourself buying new displays year after year.

The attitude of "I will deal with product change another time and use what I have", is shooting yourself in the foot.

If product is not display correctly your sales will come to a grinding halt.

Plan-o-grams are a tool that has been around since 1970.

It is commonly found in chain store operations. The purpose is to secure consistency from location to location.

It is intended to guide store help to position the product in the absolute correct way. Taking color blocking, sizing and coordinates into account it is a way to control your product. Often retailers go into the market to purchase product without thinking about their stores capacity to hold that future product.

With the plan-o-gram you have a guide to assist in the inventory control as well as the sell down and transition between selling periods. (see illustration 8)

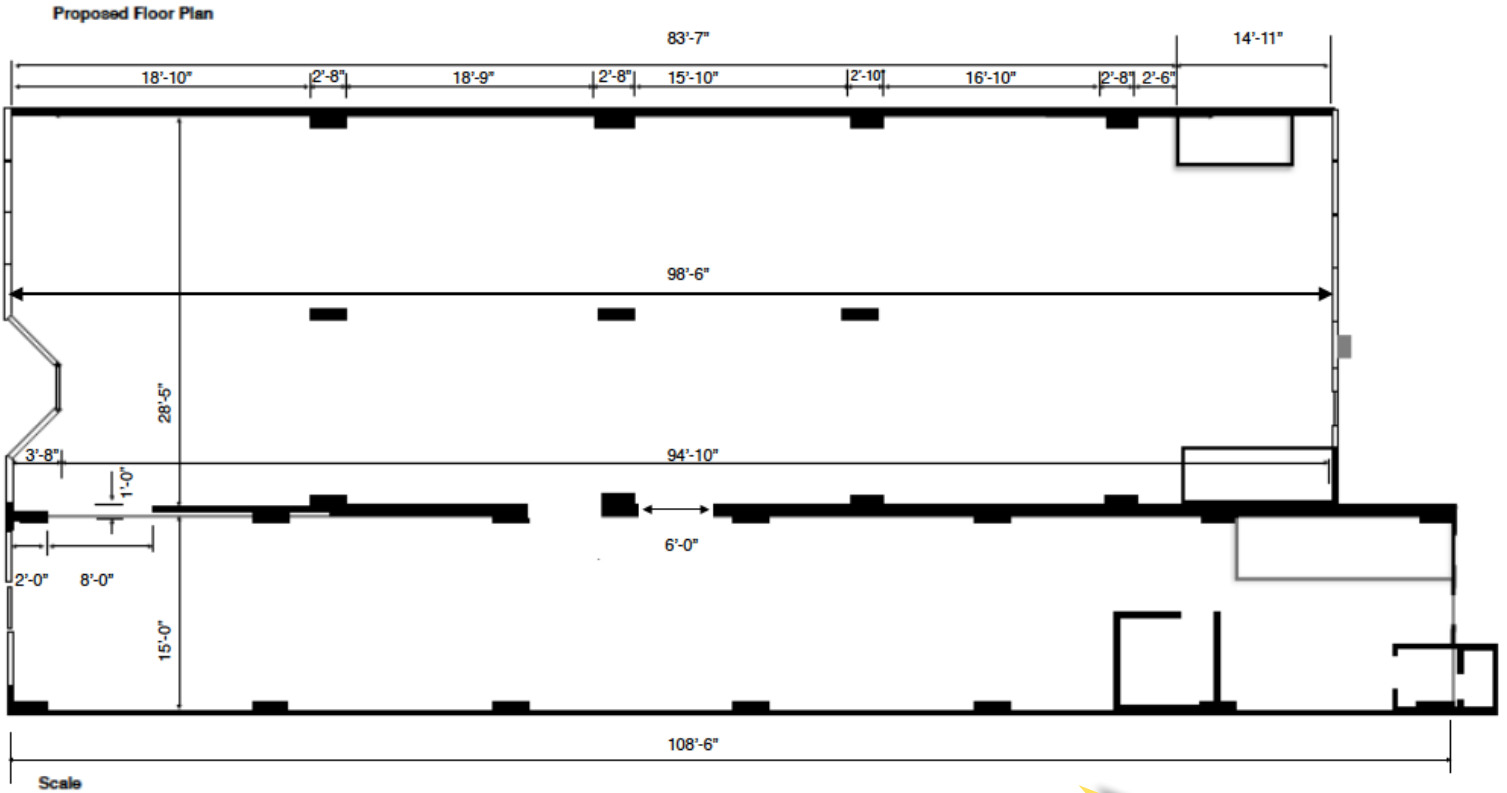
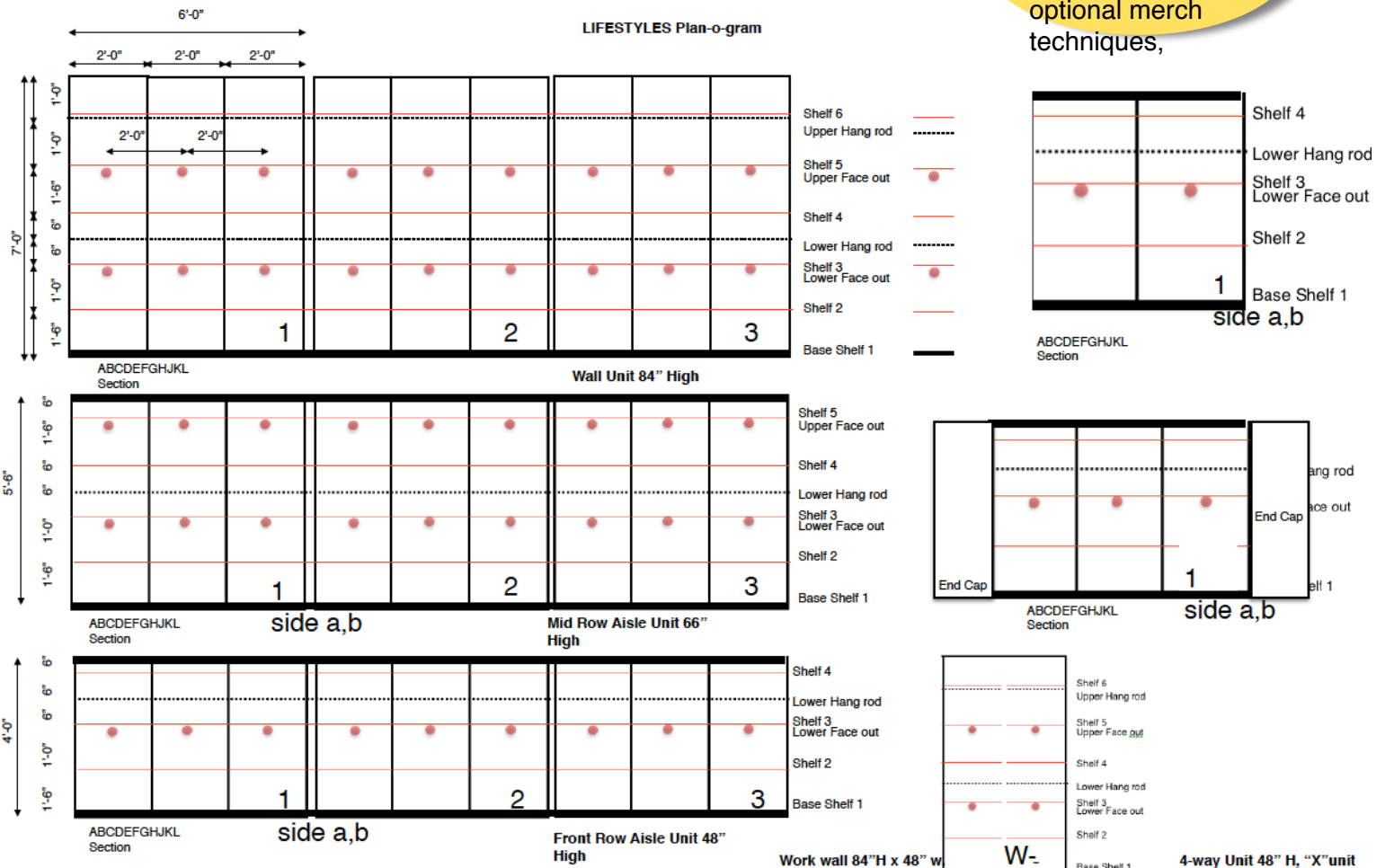


Illustration 8

Planogram of section size of merch area, display components optional merch techniques,



7. "Interior Design"

Once you have concluded that the store has the ability to generate the sales, expansion, breadth of assortment, staff requirement, storage capacity, circulation issues to comply with local codes and American Disability Act regulations it is time to add color and decor.

Interior Design is the process in which you select materials, props, wall decor, signage, etc. and color scheme all of which reinforces the store brand statement of product. Nike stores want to express "just do it" with strong colors, logo statements, lifestyle photos, contemporary elements backing the Nike brand and mission statement.

Selection of Materials are not only about the look, but giving consideration to resiliency, safety, cost, ease to maintain and installation requirements.

An example of how materials impact a job is installing a concrete floor keeps other workers off the floor for days. If time is an issue, find another way to simulate concrete needs to be researched.

(Illustration 4) shows alternate simulated grass for a Lacrosse sporting goods store. These alternative products range in price, content, resiliency to traffic and ease to keep clean.

Options for all materials should be provided to you by your store consultant or general contractor. The selection of materials takes time. The more time you allow in the planning phase to secure material samples for comparison, color correctness, installation requirements, availability, and cost effective savings including freight the greater chance of cost savings will be realized.

Providing the right store environment places the customers into a mindset that induces them to buy. Prime examples of this concept can be seen at Disney World when you leave an attraction there is a strong urge to purchase a theme related product. Visiting a city or a concert promotes impulse buying of related product. This result can be yours if you create a strong enough emotional attachment through photos or decor to inspire your customer.



Organize.

Organize supplies to improve operational efficiencies.

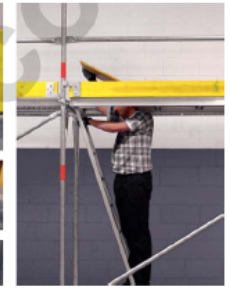
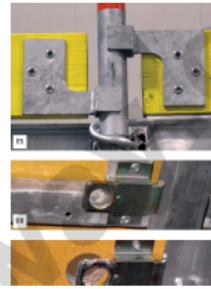
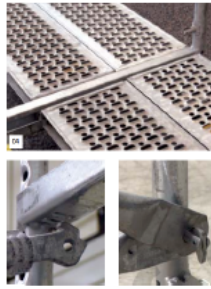
Flexible Compartments

Shelf and divider system

Configuration	Depth	Width	Weight Capacity
Standard	12"	18"	100 lbs
Deep	18"	18"	100 lbs
Wide	12"	24"	100 lbs



Feature product, storage



Work Area, shelves, hang rod, ICON center, wall units Scaffold System



Classic Collection
3-Module Low Gondola with Open Curved Ends

Unit ID: C78-05-Cee

Key: Standard Semi-Custom Custom



Classic Collection
5-Module Outrigger Post Wall

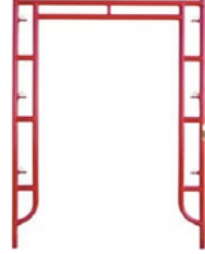
Unit ID: PW02-008

Key: Standard Semi-Custom Custom

Basic Sporting Goods displays, multi purpose attachments



Wide span Shelving



Stock display options, Work store side using work related standard display.



Three Row Aluminum Bleachers 7.5', 9', 15', 21', or 27' length

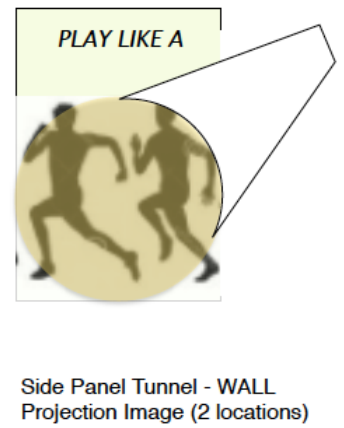
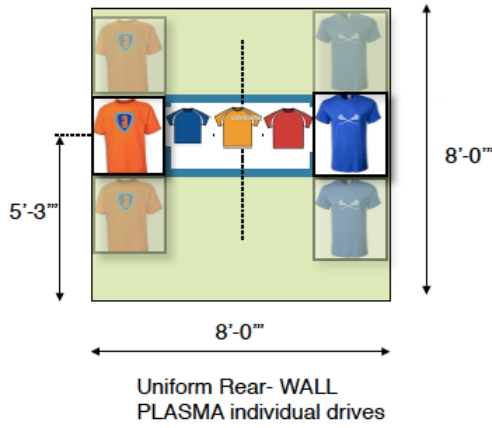
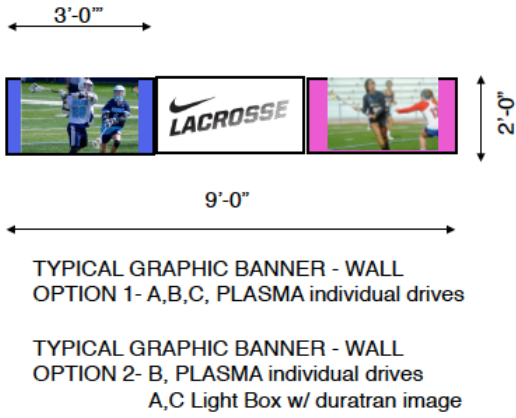
\$533.95 [View Details](#) [Add To Wishlist](#)

Three row aluminum bleachers are portable, durable, economical 3 days.



3-Module Low Gondola with Curved Fins

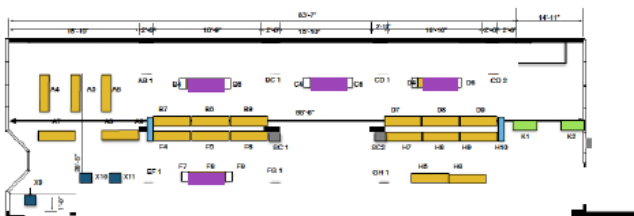
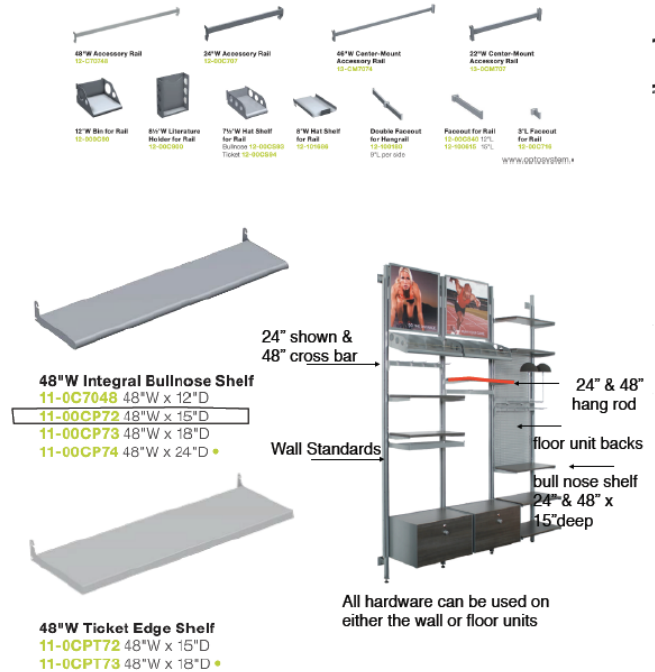


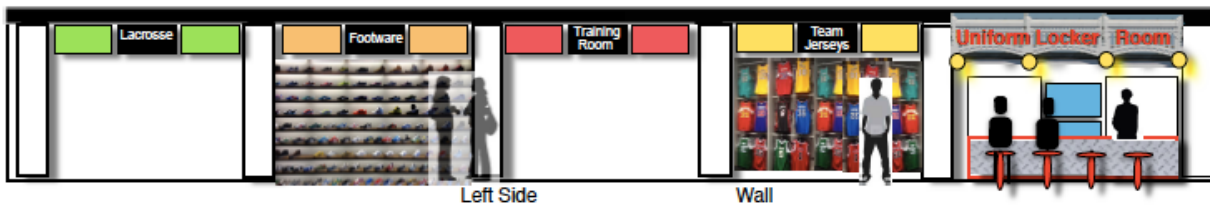


36" W. X 24" H FOUR SIDED
MESSAGE / PLASMA DRIVEN
SEPERATELY OR IN UNISON
OVER CASH COUNTER

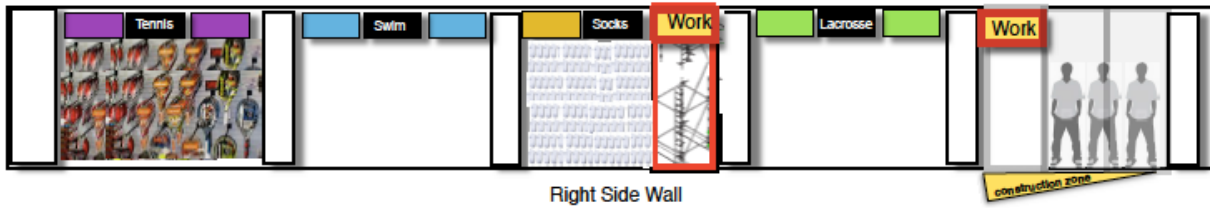
Misc. Design elements
:Plasma sign system
Display accessory
takeoff, display key plan

Floor Style	D1 Unit w/ ends	48" Shelf bull nose	24" x15" Shelf bull nose	48" Cross bar	24" Cross bar	12" Face Out	12" peg hook
	1	0	30	0	6	12	60
	1	0	30	0	6	12	0
	1	0	30	0	6	12	60
	1	0	0	0	6	12	60
Floor 6'-6" L x 2'-2" w	A1 Ends		24" shelf x 15" D		24" cross bar	12" Face Out	12" peg hook
	19	29	190		18	36	100
Floor 4'-3" L x 2'-2" w	A1 Ends		24" shelf x 15" D		24" cross bar	12" Face Out	12" peg hook
	2	4	16		8	0	120
Totals	25	33	296	0	50	84	400

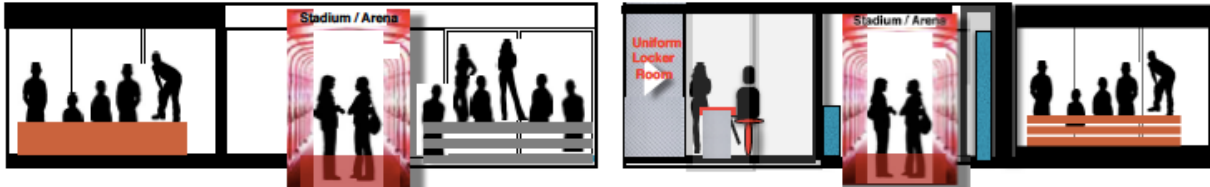




Left Side Wall



Right Side Wall

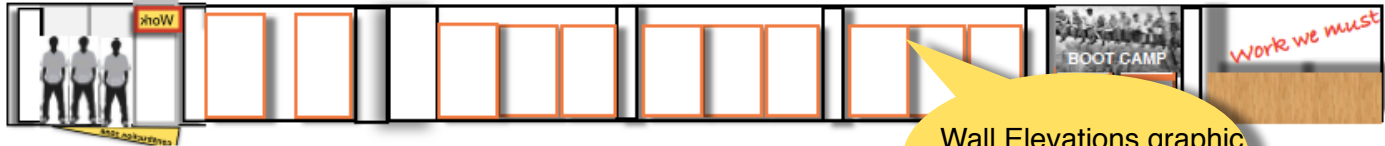


Front Entrance looking out

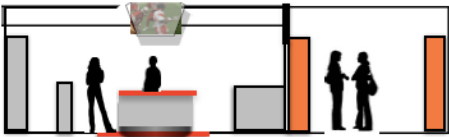
Rear Entrance looking out



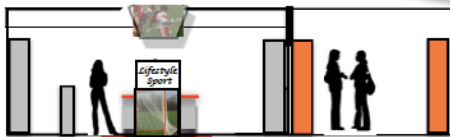
Work right side wall



Work left side wall



Front 1/3 way in looking toward back



Front half way in looking toward back



Flexible Mannequins



Action Mannequins



Controlled Background



Lined up mannequins at window line



Action Figure

8. "Lights, cameras, action ! "

Lighting is a critical part of the design process. Not only does general lighting keep the circulation around the store safe, it also creates mood.

Lighting directs customers focus on specific products and displays.

A combination of high intensity, low level lighting, general overall lighting and perhaps color filters will give the eye a stimulating store to shop in. This effect appeals to subliminal thinking of impulse shopping which often creates the mood to shop.

Make the product so appealing in the stage set that you cannot resist walking over to it, reviewing it and buying it although you did not come to the store for the specific reason of wanting that item.

The value of impulse shopping is great and the more that you infuse impulse opportunities into the shopping experience the more multiple sales you will promote.

When it comes to lighting every consultant has an opinion and usually none of them are the same. Rheostats enable you to adjust the lighting level easily from a switch.

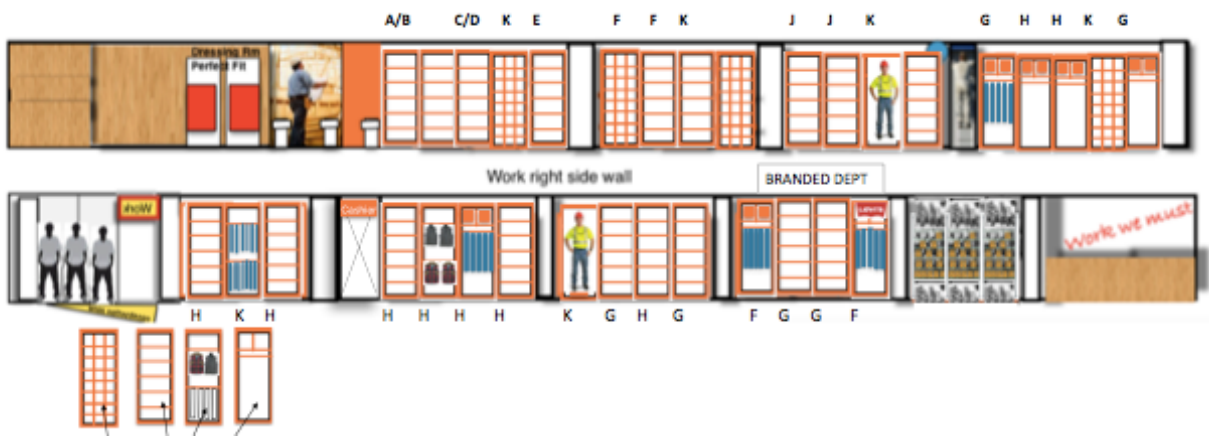
Don't be fooled by seeing lighting samples in a store because there are many factors specific to the area around the lighting that are going to impact the final results. Ceiling tiles, flooring materials, wall colors and much more can make an item in a showroom look great but when you set it up in your store, the end results have a different result due to ceiling height variation, wattage, or bulb temperature (rating of a bulb in Kelvins).

Choose your light fixture wisely and remember once again you get what you pay for. Cheap fixtures can often cost you more with repairs, heat, life of bulb due to fixture venting, so research and ask questions.

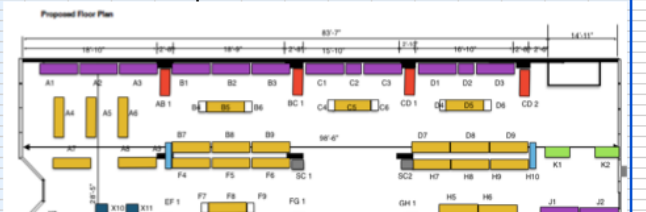
All designers should provide you with a lighting plan. The plan needs to show that all areas of the store are adequately lit. I find that track lighting is the valid selection because it allows you to add or remove fixtures which controls overall wattage and lighting level shining on the product. You can adjust the beam to focus on the product. (see illustration 3.)

Code	Item	Qty arms	Lin Feet Now	Lin Feet Future	Total Now	Total Future	(1) Section Shelves 2000-L	(1) Section 2 tier hang B/F	(1) Section peg hook 36-F	(1) Section 2 tier faceout B/F	Special 5 shelves 20-F	Grand Total Sections
A	underwear	75	0.75	1	56.25	75	0.5					0.5
B	socks	100	0.5	0.5	50	50	0.5					0.5
C	hats	40	0.5	0.5	20	20	0.5					0.5
D	gloves	40	0.5	0.5	20	20	0.5					0.5
E	belts	30	0.25	0.25	7.5	7.5	0.5					0.5
F	rainwear (long)	10	2	2	20	20				2		2
G	sweatshirts	20	1.5	1.5	30	30				4		4
H	sweat pants	50	1.5	1.5	75	75		6				6
I	boots										3	3
J	jeans stacks				140	200	2					2
K	FEATURE/MANN. vest											
sub total							4.5	6	0	6	3	16.5

Display takeoff quantity, linear capacity of product, location, Metal gondola take off, color code to plan and display specification



SPORT STORE	Item	Qty	Lin Feet	Notes	Item	Qty	Lin Feet	Notes
Wall Unit	A1	96	36	10' 1	96	36	10' 1	23
Wall Unit	A2	96	36	10' 1	90	72'	20	17
Wall Unit	A3	96	36	10' 1				
Mid Aisle Floor	A4	60	72'	12 1	60	72'	12 1	6
Mid Aisle Floor	A5	60	72'	12 1	96	36	20 2	7
Mid Aisle Floor	A6	60	72'	12 1	48'	48'	12'	2
Front Aisle Floor	A7	60	72'	12 1				70
Front Aisle Floor	A8	60	72'	12 1				60
CDAL	A9	SPECIAL						160
PERF Wall Divider	B1	96	36	10' 1				100
Wall Unit	B2	96	36	10' 1				80
Wall Unit	B3	96	36	10' 1				350
Wall Unit	B4	96	36	10' 1				100
Mid Aisle Floor end	B5							
Mid Aisle Floor end	B6							
Front Aisle Floor	B7	60	72'	12 1				
Front Aisle Floor	B8	60	72'	12 1				
Front Aisle Floor	B9	60	72'	12 1				
PERF Wall Divider	C1	96	36	10' 1				28
Wall Unit	C2	96	36	10' 1				7
Wall Unit	C3	96	36	10' 1				120
Mid Aisle Floor end	C4	60	36	12' 1				60
Mid Aisle Floor	C5	60	72'	12 1				45
Mid Aisle Floor end	C6	60	36	12' 1				20
PERF Wall Divider	D1	96	36	10' 1				
Wall Unit	D2	96	36	10' 1				
Wall Unit	D3	96	36	10' 1				
Wall Unit	D4	96	36	10' 1				
Mid Aisle Floor end	D5	60	36	12' 1				
Mid Aisle Floor	D6	60	36	12' 1				
Mid Aisle Floor	D7	60	72'	14 1				
Mid Aisle Floor	D8	60	72'	14 1				
Mid Aisle Floor	D9	60	72'	14 1				
PERF Wall Divider	E1	96	36	10' 1				
Wall Unit	E2	96	36	10' 1				
Wall Unit	E3	96	36	10' 1				
Wall Unit	E4	96	36	10' 1				
Mid Aisle Floor end	E5	60	36	12' 1				
Mid Aisle Floor	E6	60	36	12' 1				
Mid Aisle Floor	E7	60	72'	14 1				
Mid Aisle Floor	E8	60	72'	14 1				
Mid Aisle Floor	E9	60	72'	14 1				
PERF Wall Divider	F1	96	36	10' 1				
Wall Unit	F2	96	36	10' 1				
Wall Unit	F3	96	36	10' 1				
Wall Unit	F4	96	36	10' 1				
Front Aisle Floor	F5	60	72'	12 1				
Front Aisle Floor	F6	60	72'	12 1				
Front Aisle Floor	F7	60	36	12' 1				
Front Aisle Floor	F8	60	72'	14 1				
Front Aisle Floor end	F9	60	36	12' 1				
PERF Wall Divider	G1	96	36	10' 1				
Wall Unit	G2	96	36	10' 1				
Wall Unit	G3	96	36	10' 1				
PERF Wall Divider	H1	96	36	10' 1				
Wall Unit	H2	96	36	10' 1				
Wall Unit	H3	96	36	10' 1				
Mid Aisle Floor	H4	60	72'	12' 2				
Mid Aisle Floor	H5	60	72'	12' 2				



9. "Don't let it turn to seed"

What makes the great retailers great is discipline.

When designing a store, be sure that all suggestions and ideas can be implemented consistently and easily maintained. Branding is a very important issue! Do not allow it to slip through the cracks.

Your store is the brand whether you have one store or 100 stores.

We recognize branded stores through logos, color, design, and consistent setups of product store to store.

Starbucks is one of the best maintained brands in America.

What makes it great is you have a level of expectation about the service, taste, offering, and cleanliness, No matter what state you visit when you go to Starbucks you expectations are met on all levels

Your store needs to work in a similar fashion. The time you spent in designing the store and making sure that all of your experience and requirements were incorporated into the design not only needs to be in place at the store opening, but must live on for the duration of time that you are in business.

I cannot stress the importance of not disappointing your customer because getting them was hard, keeping them was even harder and losing them over items that left them coming back would be tragic. For the most part once they go it will be very difficult to get them back, A theory used for many years when small town USA heard a National Retailer was coming to town, was to remodel your store before they open.

With your grand opening planned around the National chain opening, your customer will visit you and see a new exciting store and consider the other retailer, a mediocre shopping experience compared to what you just provided as new and exciting. Personal service in your store will always be one of the points of difference so hold onto it, preserve it and do not let it turn to seed.

In conclusion, I hope this guide was of value and that you will hold on to it for future reference. My goal is to help retailers prepare for a better brick and mortar tomorrow.

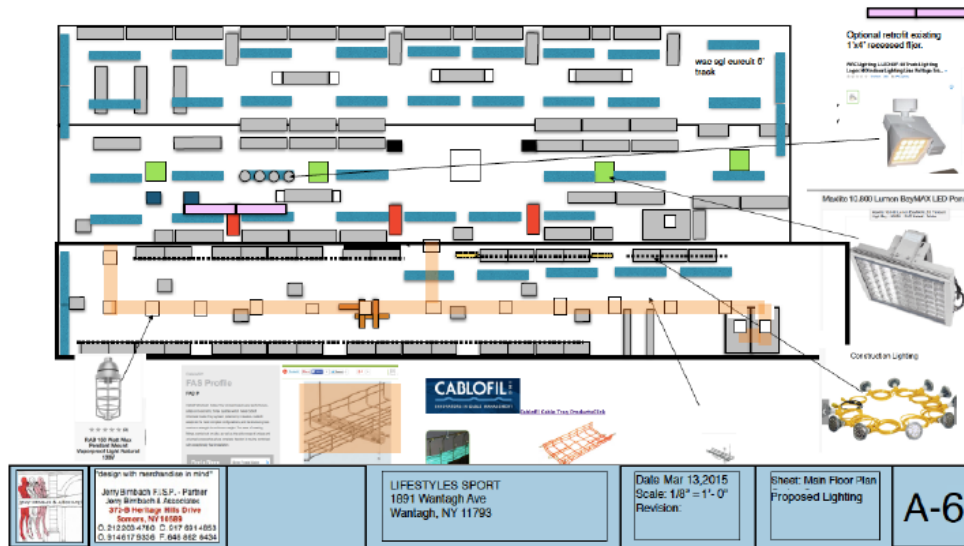


Illustration 8

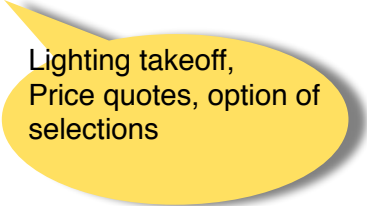
Here are two companies quotes for lighting. Creative gave me an alternate for the LED track light. I have seen this light in mall stores and it is a nice looking and efficient light. The savings comes over time with the energy consumption and replacement of bulb cost. The alternate is certainly efficient but requires more bulb replacement, and higher cost to run.

The work area lighting was not priced for the side walls as the string lighting is not expensive at all. A decision needs to be made if you want to replace the recessed fluorescent in the sport side or start with replacing the bulbs to a consistent color tube. We can always change out these fixtures at a later date without disruption. For now I would change out the bulbs and address this after the renovation.

Under the center video truss system, I would address if we need additional track lighting for the cash area. Might be enough spill off from existing lighting to not need additional lighting here.

Two fixtures for over the dressing room will be selected when we place the order, I see these as a drop lighting. Final pricing will included bulbs, misc stems, drops, etc that might be required.

Tanya 5-light Adjustabl



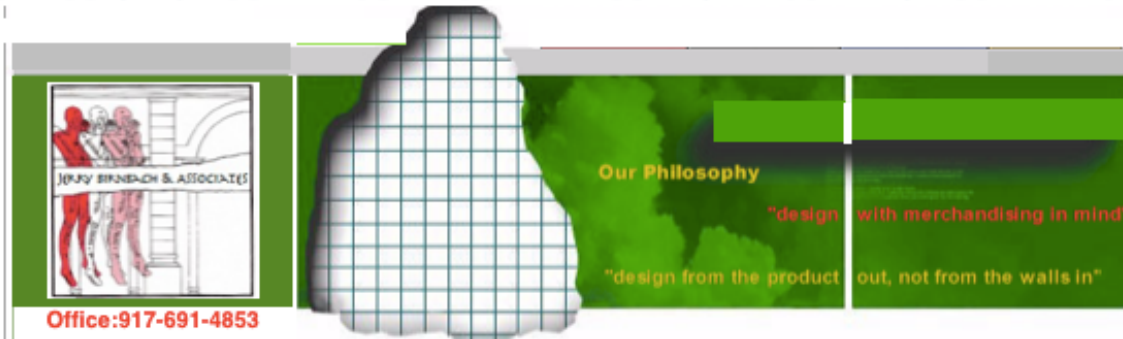
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NAME / ADDRESS	Ship To									
JERRY BIRNBACH & ASSOCIATES 372-B HERITAGE HILLS DRIVE SOMERS NY 10589										
		<table border="1"> <tr> <th colspan="3">PROJECT</th> </tr> <tr> <td colspan="3">LIFESTYLES SPORT 1891 WANTAGH</td> </tr> </table>			PROJECT			LIFESTYLES SPORT 1891 WANTAGH		
PROJECT										
LIFESTYLES SPORT 1891 WANTAGH										
ITEM	DESCRIPTION	QTY	COST	TOTAL						
MISC.	WAC 6 TRACK WHITE WITH LIVE END AND CANOPY PLATE LT6-WT / LLE-WT / CP-WT	44	51.00	2,244.00T						
MISC.	WAC PAR38 TRACK HEAD W/ PAR38 LED LAMP LTK-765-WT	220	70.00	15,400.00T						
MISC.	MAXLITE HIGH BAY PENDANT #BLHP130UD1513M50W	4	480.00	1,920.00T						
MISC.	RAB PENDANT VAPOR TIGHT VP100DG WITH 24" STEM AND CANOPY	14	55.00	770.00T						
ONLY QUOTING ITEMS LISTED ABOVE ALL SUBJECT TO APPROVAL NYC SALES TAX AS OF 8/1/09			8.875%	1,804.64						
TOTAL				\$22,138.64						

10. "About the Author"

JERRY BIRNBACH & ASSOCIATES

Store Planning Consultants

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EDUCATION:

New York Institute of Tech. 1966-1970 (Bach of Science in Architectural Technology)

Courses: Strength of Material, Statics, Physics, Mechanical Engineering, Wood Engineering Design, Concrete Eng. Design, Steel Eng. Design

Architectural Design and working drawings. Business Practice including safety in design.

CCNY 1970-1972 (City College of NY - Bach of Architecture, 30 credits above BS, Professional Degree)

Courses: Thesis Con Ed Educational facility and recreation center. David's Island, New Rochelle, NY

INDUSTRY AWARDS:

POPAl Award in the Display Industry for Revlon Sunglass Display

POPAl Award in the Display Industry for Foster Grant Sunglass Display

Institute of Store Planners (I.S.P.) Best Specialty Store Design- Lorese

Visual Merchandise Store Design (VMSD) Best Specialty Store Design -Curacao

National Associates of Store Fixture Manufacturers (NASFM) Best Store Fixture Design -Successories

Fellow Honorarium into the Industry Trade organization (ISP) Institute of Store Planners

Globe Award from Display Design Ideas (DDI) Magazine for best marketing at Global Shop Retail industry trade show

Treasurer of National Institute of Store Planners Organization

SPEAKER at Trade and Industry Shows

NASFM- National Associates of Store Fixture Manufacturers

NRFA- National Retailers Federated Association

ISP- Institute of Store Planners

IBM- National Sales Meeting

SPEC Show- Store Planning and Equipment Counsel

Walmart Regional meeting

Published Articles and Media

DDI- Display Design Ideas, Contributing Editor, 20+ Articles on design, manufacturing, customer shopping habits published

VMSD- On Trade Board of Advisors

Nominated 1 of 40 Top Industry Leaders by DDI

Firm listed as Top 50 in the country

Editor of the ISP Professional trade magazine

WWD- Article published on Store Design

Salon- Article published on Store Design

Retail Image- International Trade Journal article published

New York Magazine- Feature Story on NYC store design

Featured Designer article in DDI Magazine

Trade accomplishments

One of six firms from 1997 to 2003 selected to present a 1000 S.F. Store of the future at Global Shop the International Retail design and display Show in McCormick Center, Chicago. Demonstrated custom new innovative design and display techniques and samples engineered prototype of futuristic displays.

Sector Watch

Goody Products

Everest Communications

Smiley License

Design through Computer Technology

Accessory Store of the Future

Canal Jean Soho, NYC



Jerry Birnbach F.I.S.P., Assoc A.I.A.

Thank you for downloading this guide to store design

Highlights of Career

<p>Franklin Stores Barkers Mass Director of Store Planning</p>	<p>1970 1975</p>	<p>Earn BS in Architectural Tech NYIT Earn MS in Architecture from CCNY</p> <p>Director of Store Planning - Mass, Ladies Specialty Work with GMM, Buyers to layout departments, vendor displays, Construction supervision of centers, planogramming, total 60k s.f. design 175 Ladies Specialty that become Petrie then Lerner now NY & Co</p>
<p>K & M Jewelry Roger Gimbel Marvella - Coro Oscar D Scarves VP Display & Concept Shops</p>	<p>1976 1981</p>	<p>Designed, engineered and supervised display design and production of 10000 displays a year. Supervised new store setups, Managed total chain roll outs of product and display (Sears, Walmart, Kmart, May Co) Designed an injection molded display system (3 million cost savings) Planogram distributions, graphic design, special events, trade shows design and set up, Service company with over 2000 doors, Specialty Ladies, Mass, May, Federated, Macy's, Gimbels, Marshall Fields, A&S Designed counter and table presentation and obtained chain approvals</p>
<p>R N Koch Jewelry VP Display Acct Exec, Sales</p>	<p>1981 1986</p>	<p>Largest Costume Jewelry Supplier in America, with 500 field service staff Designed counter and table presentation and obtained chain approvals, worked directly with retail buyers to obtain department plan approvals and display concepts. Managed distribution, replenishment, replacements for display utilizing a system that did not require an entire unit replacement but a simple part. Responsible for managing the distribution of 500 Kmart stores with fully loaded product and display assembled, shipped and all set up within 7 days.</p>
<p>RETAIL DESIGN & DISPLAY Owner</p>	<p>1986 1990</p>	<p>Founded a Store Planning Firm, clients included, BB Greenberg, Monet, Joseph Abboud, Gitano, Conair, Goody Products, Crayola, Swank, Anne Klein, Accessory Network, Store of the Future for Global Shop, Award Winning National Store Design Contest for Specialty Award Winning POPAI Display for Revlon Made a Fellow in the Institute of Store Planners. Design all counter displays for Walmart and manufactured for all stores. Saks 5th Ave Ms Taki's Kids Department , Nine West Evan Picone</p>
<p>RETAIL DESIGN & DISPLAY Owner</p>	<p>1991 - 2002 2008 to present</p>	<p>Designed XOXO Macy's Herald Square , Designed Fantasia's Chaos Showroom Kirk Folly's Displays, Canal Jean Store of the Future, Designed and manufactured DKNY Sunglass units for Licensee. Nominated Top 50 Store Planning Firm in US Mentioned as Top 40 Store Planner in America Awarded Vendor to Walmart, manufactured and installed 50 Optical Centers / yr Showroom Design for Fantas Eyes, Olivet Luggage. Contributing Editor for DDI</p>
<p>Earthbound LLC Executive VP</p>	<p>2003 2008</p>	<p>Earthbound LLC - Licensing and Brand Expansion (company was vertical from design to tech pack, to fittings, patterns, fittings, production - all in house) Brought Isaac Mizrahi to Target, Mark Eisen to Walmart with George by ME Acct Mngr. for XOXO at Federated, Charisma at Bloomies, Fieldcrest at Target Responsible for negotiating contracts and managing Agreement Compliances Established and managed Company Budget. Liaison between brand and retailer R&D New Business Development. Brands include: Fiorucci, Stephan Dweck, Better Homes & Gardens, Kenzo, LL Cool J, Kenneth Jay Lane, Abby Z</p>