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Store layouts speak to the design of a store's retail floor space and merchandising is the display of items, within the store layout, in such a way that shoppers are enticed to purchase. The layout and the merchandising of a store are both critical and connected.

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It's one of the most economical store layouts and is mostly used in large retail spaces, supermarkets, and in stores that primarily use shelving to showcase their merchandise. Racetrack or loop plan. This layout encourage customers to "loop" your store.

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### **Basic Retail Floor Plans (Store Layouts)**

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Within retail store design there's grid layouts, herringbone layouts, loop layouts or free flow. The loop layout is particularly effective for creating a path for customers to follow through your store. The North Face - Flagship Store, Stanford, USA You should also place a large, eye-catching display at the store entrance.

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Store layout and format design is a complex area discussed in detail within merchandising and property teams, one which is hard to put in a box (excuse the pun). Store formats are driven by specific shopper missions and the retailer must create a compelling brand proposition that delivers an experience that resonates with the shopper and helps them achieve their mission.

### **The Relationship Between Merchandising and Store Layouts**

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The straight floor plan creates spaces within the retail store for the customers to move and shop freely. It is one of the commonly implemented store designs. Diagonal Floor Plan. According to the diagonal floor plan, the shelves or racks are kept diagonal to each other for the owner or the store manager to have a watch on the customers.

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Remember, your retail store layout guides product placement, directs customer flow, and defines the overall look and feel of your store, so it deserves plenty of thought. Many factors will affect your floor plan choice, including the size and shape of your sales floor, the types of products you sell, and even the customers you hope to attract.

### **Store Design Store Layout Retail**

Having a deliberate retail store layout is important for maximizing revenue for brick-and-mortar stores. By setting a plan, retailers can strategically direct shoppers to high-priority products and drive impulse sales.

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