

MAXIMISING PROFITS WITH RETAIL FLOW

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WHY BE CUSTOMER-CENTRIC?

- Increase customer dwell time
- Create better customer experience
- Encourage repeat business
- Improve Reputation
- Greater sales/ basket size
- **Generate increased profit**



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COMMERCIAL HEADLINES

- Does your shop floor turnover £3k or £10k per m²?
- Do you monitor Average Transaction Value and do you understand why the ATV figure can have a positive impact if ATV actually drops but turnover increases?
- Do you focus on £ profit or % profit – or both ???



KEY CUSTOMER FLOW AIMS

- Create a customers journey through the whole shop with clear walkways
- Understand your destination departments – e.g. café-butchery-key products
- Put your 'Core range' in correct location
- Impulse – Ensure grab lines and promotions are on high footfall locations
- Sight Lines & Exposure – Ensure customers can see all product ranges

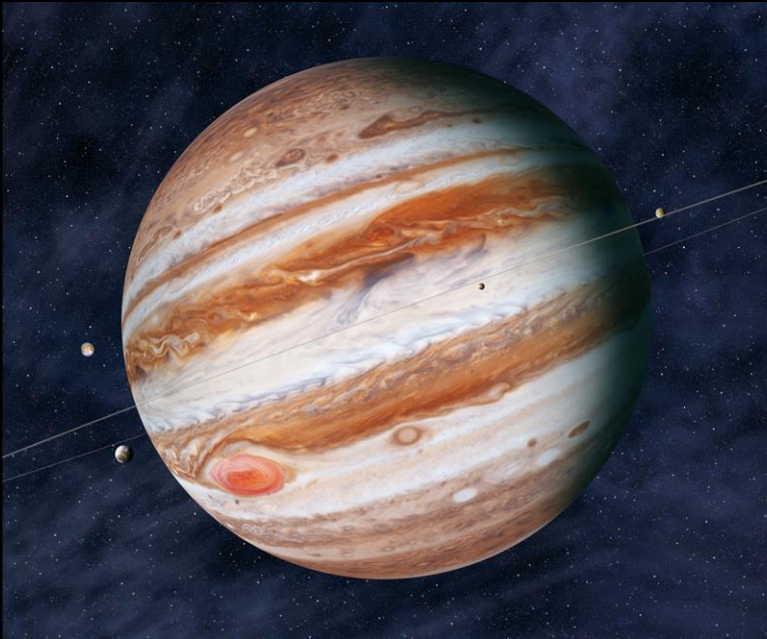


SIGHT LINES



- Rivers – Low displays at front
- Trees – Medium height displays (eg, gondolas) in middle
- Mountains – Tall displays (eg, wall fixtures) at rear

MAKE THE MOST OF YOUR HOT SPOTS



- Seasonal Goods
- Promotional Lines
- Impulse products

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DESIGN LED RETAILING

- Ensure that your retail and café fixtures add value to the product and customer ambience.
- Question – Does your shop have too much fixture presence, or is the emphasis on products and staff?



CUSTOMER FLOW — DOES YOURS MEET THE CHALLENGES?

- Improve Customer flow past all departments
- Improve transaction numbers
- Improve customer rewards
- Stop customer blockages
- Increase dwell time
- Improve turnover!!!!!!



ANDREWS CHALLENGES TO YOU

- Benchmarking – identify strengths, weaknesses and understand your performance – Do you know what ‘good looks like’? – in the shop and cafe
- Does your layout drive customers through the whole shop?
- Do you make the most of hot spots through layout and promotional planning?

DO YOU WANT TO TALK ABOUT MAKING MORE PROFIT IN YOUR FARM SHOP OR CAFÉ?

IF SO, YOU CAN CONTACT
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RIGHT PRODUCT
PLACE ♥

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