

STORE DESIGN ▶

BY BRANDON WILLIAMS

Revamp your retail store on a tight budget

Retail stores need to be revamped every three to five years.

Here's why: Firstly, retail outlets are high-traffic areas. Fixtures and fittings incur wear and tear. Joinery gets damaged, paint chips, flooring cracks. It is important to keep up maintenance and to repair or replace damaged shop fittings to keep your store looking good for your customers.

Secondly, customers are fickle. Market trends move fast. If you want to keep up with your competitors, you need to keep up with the current retail design trends. Most retail-marketing professionals recommend a full brand overhaul at least every five years.

However, shopfitting is expensive. So what can you do to keep your retail interiors looking good without breaking your budget? Here are a few of Creative Shop's tips for cost-effective retail design

1. Incorporate energy-saving lighting solutions

Lighting is a very important consideration in any retail design. It is also one of the most expensive design elements. You can save in the long term by investing in eco-friendly, low-energy lighting alternatives, such as LED strip lights – which are great for shelf features – and energy-efficient bulbs for all your down-lights. A good retail and lighting designer will be able to help you draw up a cost- and energy-efficient lighting plan to cut down your power bill.

2. Reuse your existing shelving

Just because you are re-vamping shop, does not need to mean you have to start from scratch. A good shopfitter will be able to re-use most of your existing built-in units and shelving. It is amazing what a coat of paint, some sanding and a little vision can achieve. Anything you can save on joinery is a great idea, since carpentry is one of the most expensive items.

3. Shop around for second hand racking

Metal racking is expensive. On the other hand, metal lasts almost forever. A good boilermaker can cut and weld old steelwork into the racking you need for a small outlay. Lots of retail racking and shelving ends up being sold for a song at auctions when retailers go out of business. So, shop around and try scoop up the metalwork you need second hand.

4. Modular display units


It is a very smart idea to commission modular or mobile display units and shelving for your shop. You want to look for shelving that can be re-configured into different display set-ups and units on caster wheels for easy movement around your store. This way it is quick and easy to "re-design" your store frequently and keep your interior fresh and interesting for your customers at no extra cost. A good



A good shopfitter will be able to re-use your existing built-in units and shelving.

shopfitting factory will be able to design and manufacture custom module and mobile fittings to suit your requirements.

5. Save on shrinkage

If you want to save money, one of the best investments you can make is in shop security. Consult a specialist retail-space planner or security company to check that your store layout makes shoplifting as difficult as possible for thieves. Simply placing your checkout counters in a place where your tellers can see your whole store and installing prominent, visible security mirrors and cameras can save you a fortune in shrinkage. 

Brandon Williams is the director of the Creative Shop Group, comprising of Backline Retail Interiors and Creative Shop Retail Shopfitting.