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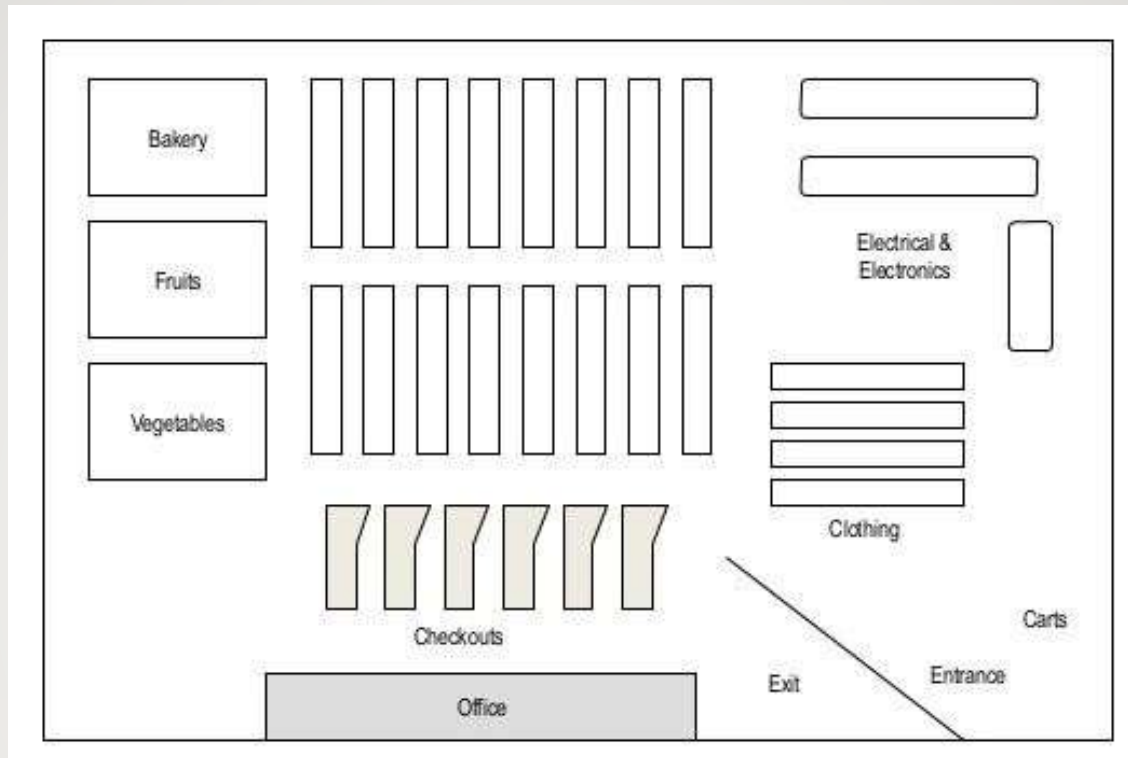
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E-Content BCH-604 : Retailing Management

Lecture 23

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Types of Store Layout



A. Grid layout

If you ever wondered why milk is at the far end of a grocery store, it's because this design forces customers to walk past an assortment of impulse purchase items both on the way to and from the staple item that they need.

Grid layout

- Nearly every convenience store, pharmacy, and grocery store utilizes this layout.
- Merchandise are displayed on a **predictable pattern** of long aisles where customers weave up and down, browsing as they go.
- The grid maximizes product display and **minimizes white space**. This layout is all about product, product, product.

Pros of grid layout

- Best for stores with **lots of merchandise**, especially when **products are varied**
- Lots of exposure to products, as the layout encourages customers to browse multiple aisles
- Familiar for shoppers
- **Predictable traffic flow** means you can put promos where you know customers will see them
- **Lots of infrastructure** suppliers, such as shelving, are available as this layout is used so much

Cons of grid layout

- Least likely to create an **experiential retail space**; this layout is a dime a dozen
- Customers may be frustrated they can't shortcut their way to what they need
- Customers may not understand your product groupings, leading to frustration and questions (or worse, departure)
- Cramped aisles often lead to customers bumping into one another

The aisle is not working out!

