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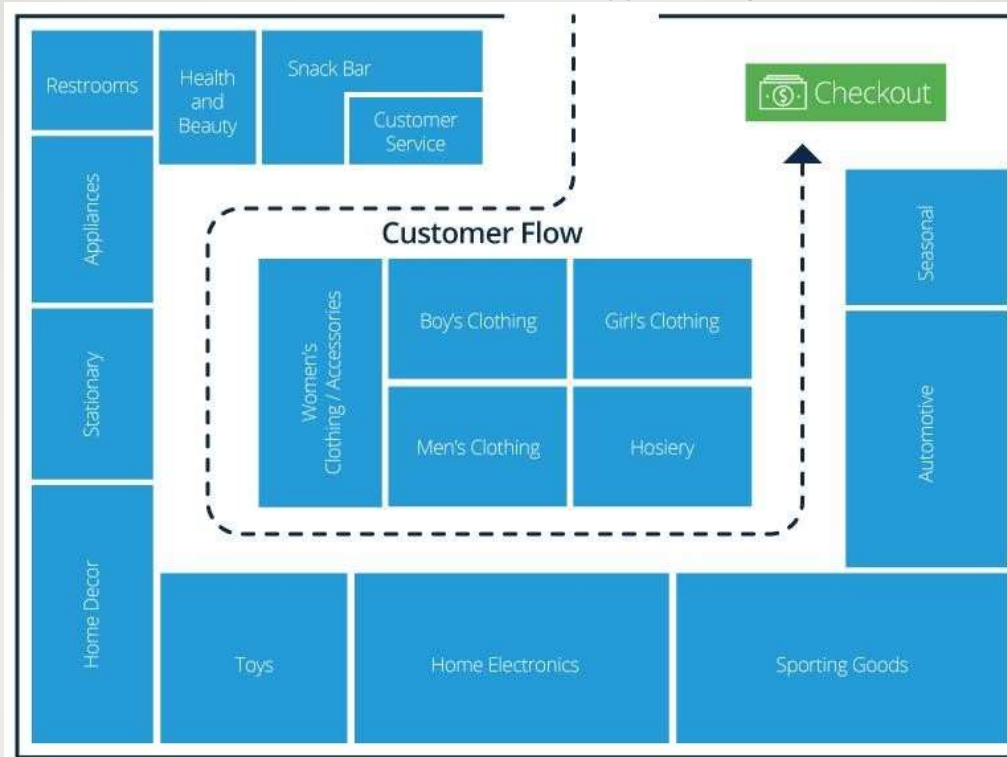
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## E-Content BCH-604 : Retailing Management

### Lecture 24

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## B. Race track/loop layout



- The loop, or racetrack layout takes the grid's fairly predictable traffic flows a step further and creates a deliberate closed loop that leads customers from the front of the store, past every bit of merchandise, and then to the check-out. Customers are exposed to the most merchandise this way, but the path they take is controlled.

# Pros and cons of a loop layout

- **Maximum** product exposure
- **Most predictable** traffic pattern; easiest to place promotions and have highest assurance they'll be seen
- **Can be experiential** — may work with retail where a journey makes sense
- **CONS are:**
- Customers **don't get to browse** at will
- May waste customer's time who knows what they've come for; they **may avoid this shop in the future** when buying intent is specific

## C. Freeform layout

- The free-flow layout philosophy is almost a rejection of the others.
- Merchandise is arranged in an asymmetrical manner.
- With free-flow, there is no deliberate attempt to force customers through predictable traffic patterns; **wandering is encouraged.**
- There are far fewer rules.
- This layout doesn't use the retail space to its maximum.

# Freeform layout: Pros and cons???

