



Every Retail Design project is based on an intense collaboration between retailer and design agency. As a retailer, the information you provide at the start of the project is crucial to the smooth running of the process. This means that there is a bit of "homework" and "thinking" involved for you as a retailer at the beginning of the process.

The questionnaire below will help you think about the 3Ws - Who are you (as a brand), What do you want to portray, and Who are you there for (your target audience), and about your competitive environment.

	Brand
	ou an existing retail brand or a new retail brand? onsider a 'new' retail brand having no physical stores yet.
	O ExistingO New
	is the story / history behind your brand? rigin, development, etc.)
	nich corporate values do you stick as an entrepreneur / retailer or brand? Select 4 cores. The short list of brand values below can be a source of inspiration.
	excellence efficiency tolerance stability adventure between tise exploration reliability balance craftmanship riendship high simplicity dependability potential freedom generousity accessibility pridecooperation personal creativity of the personal personal defective friendlyness service sustaiability honor, we follow the personalisation of the personalisation of the personalisation of the personalisation of the personalism authenticity diversity development responsability humility inclusion passion variety honsesty communicty respect family coutesy commitment accuracy curiosity innovation discretion history convivality resilience abundance ambition
1.	
2.	
3.	
4.	

Determine 4 that best represent the UNIQUE personality of your brand? The short list of brand personality traits below can be a source of inspiration.

Tip: Imagine that your brand is a person. How would you describe him/her (e.g. personality, personal values and norms, behavior, etc.).



1.

2.

3.

4.

On the following pages, you will see a range of wine bottles with different designs. Taking your chosen brand personality values in consideration, which bottle do you feel best fits your brand? Can you please explain why?





Imagine that, due to unforeseen circumstances, your brand disappears from the market tomorrow. Which gap would you leave behind with your customers? Or in other words: what is the added value of your brand and / or its reason for being / your why?				
How do you see your brand in 5 years? Where do you want it to stand and what do you want to achieve?				
Target group				
Which type of consumer do you wish to address as a retailer? (e.g. lifestyle (personal tastes, preferences, self-image, community), living conditions (single/family, urban/rural), characteristics, etc)				
Visualize your consumer in one strong image.				
(paste image here)				

What are this consumer's drives / shopping motivations when considering / making a purchase with you?
<u>_</u>
Product offer
Product offer
ELE L'IOGGE GITCI
Which products form your core assortment (those for which you, as a brand, are essentially
known for by the consumers)? Give an overview of the main product categories.
ex: bike shop (city bikes >men's bicycles, women's bicycles, electric bikes)
Which we ducts belong to your good daw, you go (over ducts with which you expand the core
Which products belong to your secondary range (products with which you expand the core assortment to stimulate cross-selling and up-selling)? Give an overview of the main product
categories in this range.
Ex: bike shop (all bike related accessories)
Do you offer certain services in addition to products (e.g. personal styling, color advice, home
delivery, customer service, etc.)?

Are there ambitions to expand the product range? (e.g. bistro-click and collect, etc.)
Are there ambitions to expand the product range? (e.g. bistro, click and collect, etc.)
_
(f) Competitors
W Competitors
Who are the big "disruptors" in your sector? These examples often transcend national / physical boundaries.
e.g. the <u>bol.com</u> 's, amazon's, IKEA's and Nike's of your sector?
Which brand inspires you as a retailer? Why?
Miles and a ffilia shape and a f
Who are your current direct competitors (both on- and offline)?
What distinguishes you from the aforementioned (potential) competitors? What makes you
unique?

F F	Role of	f the	store
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What is	the design brief about?			
o o o	Update current store Brand new store same location Brand new store new location			
What are	e the strengths and weaknesses of your o	current store design(s)?		
Strenght	.s	Weaknesses		
	ther channels, besides the physical store difference between channels you sell proc nication.			
Selling p	roducts	Communication		
So, what roles does the store need to take up?				
0	Brand oriented (I.e. flagship store) Product oriented Service oriented			