



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?



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



16.



17.



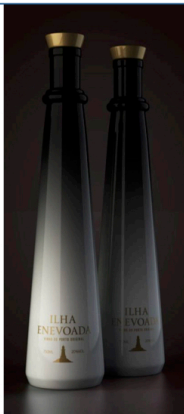
18.



19.



20.



21.



22.



23.



24.

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?



## Product offer

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 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.)



## Competitors

Who are the big “disruptors” in your sector? These examples often transcend national / physical boundaries.

e.g. the [bol.com](https://www.bol.com)'s, amazon's, IKEA's and Nike's of your sector?

Which brand inspires you as a retailer? Why?

Who are your current direct competitors (both on- and offline)?

What distinguishes you from the aforementioned (potential) competitors? What makes you unique?



## Role of the store

What is the design brief about?

- Update current store
- Brand new store same location
- Brand new store new location

What are the strengths and weaknesses of your current store design(s)?

Strengths

Weaknesses

Which other channels, besides the physical store, are you manifesting yourself?

Make a difference between channels you sell products on and channels you only use for communication.

Selling products

Communication

So, what roles does the store need to take up?

- Brand oriented (i.e. flagship store)
- Product oriented
- Service oriented
- Pick-up point
- It is a one-off
- The design will be rolled-out