HFB7: Kitchens

Refresh layout FY22’

Reasons for change

Low visibility & access

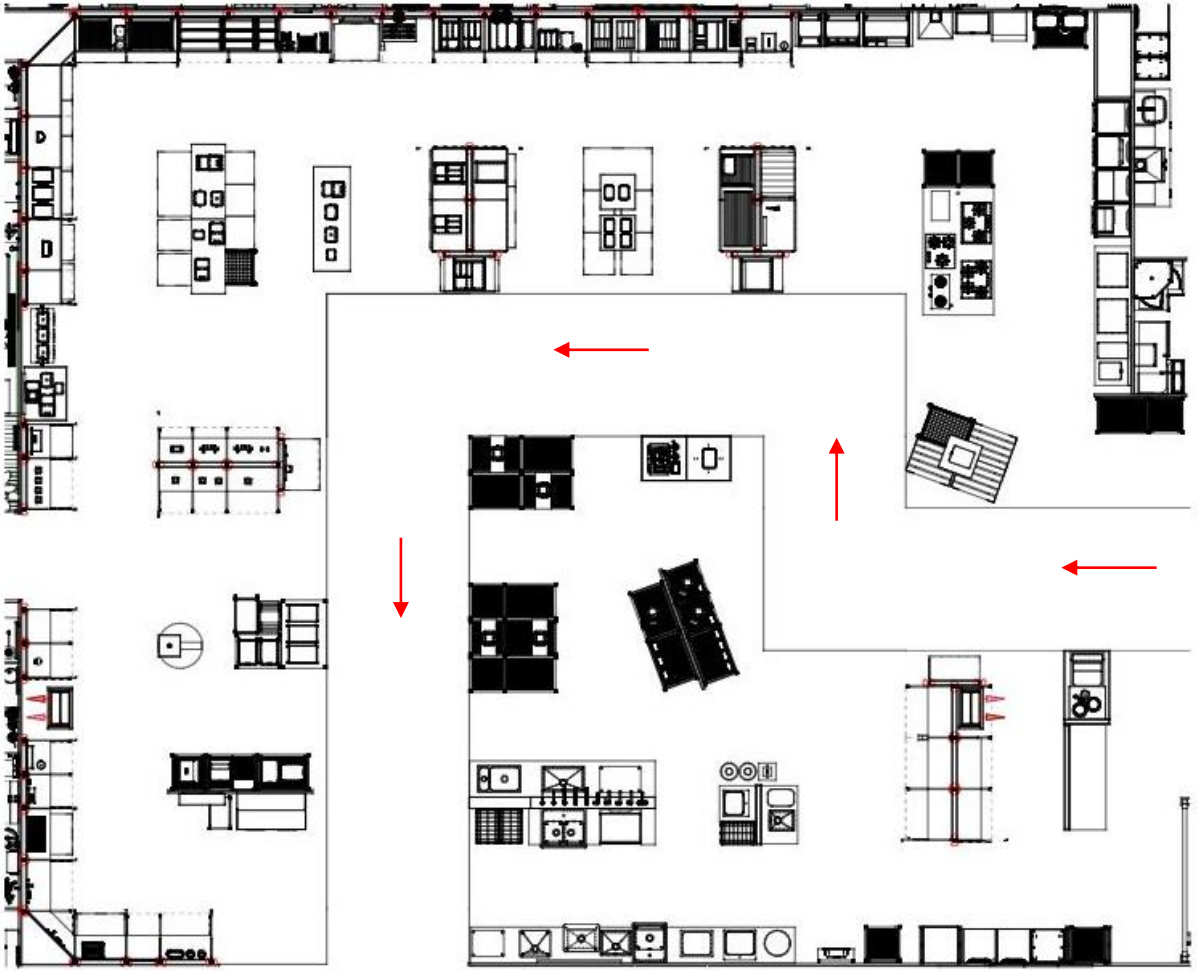
Better overview for Wall Organisers Product Area range, as the range currently lacks visibility and customers are not able to navigate the space with ease.

Better overview of the Furniture Product Area range, and way to guide customers along the main aisle (natural way). As of now, customers take the shortcut and head back to the previous department (Dining) due to the shortcut being in prolongation and clear view.

Increase in the sales space to accommodate low flow articles – sales potential.

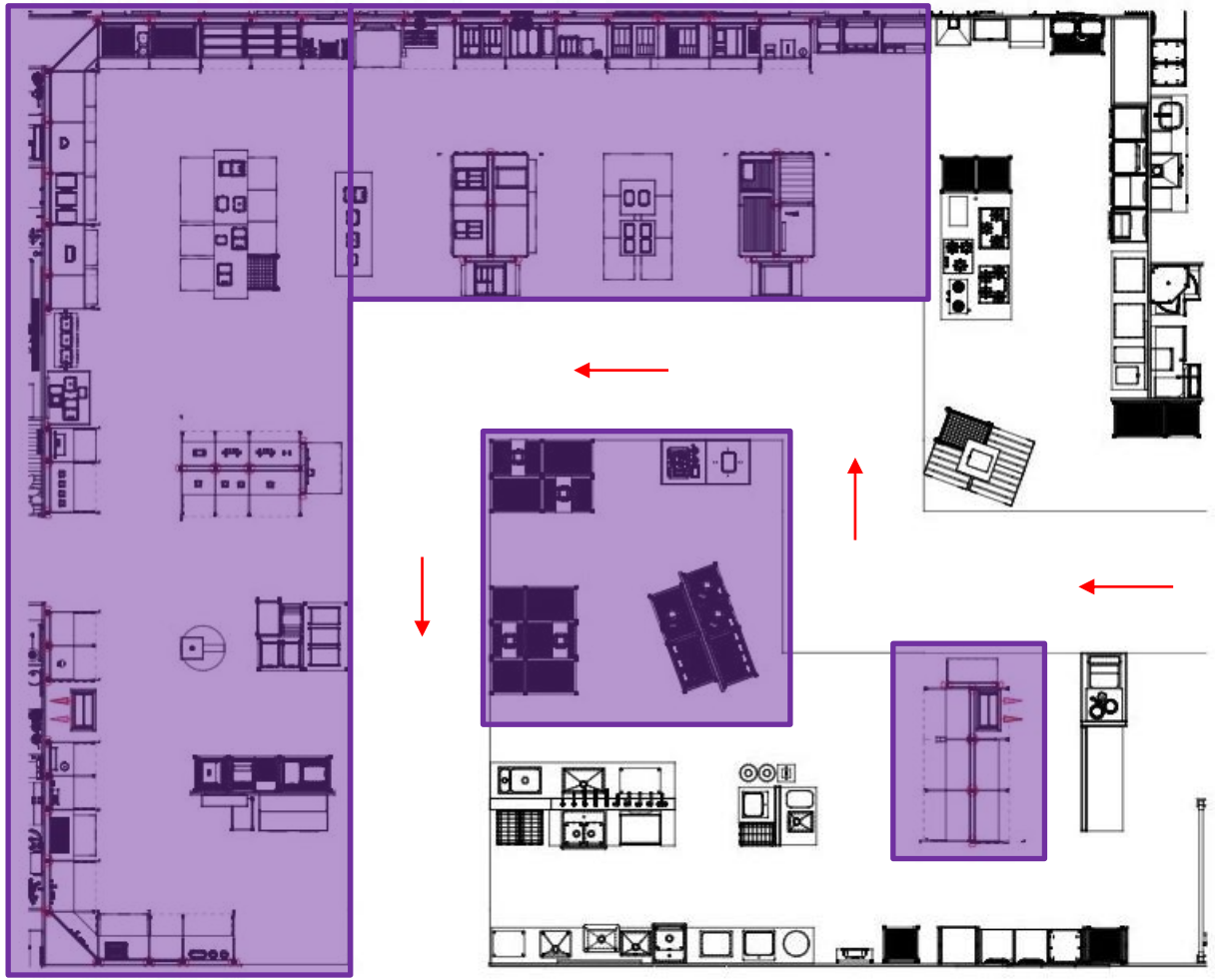
Current scenario

Current layout



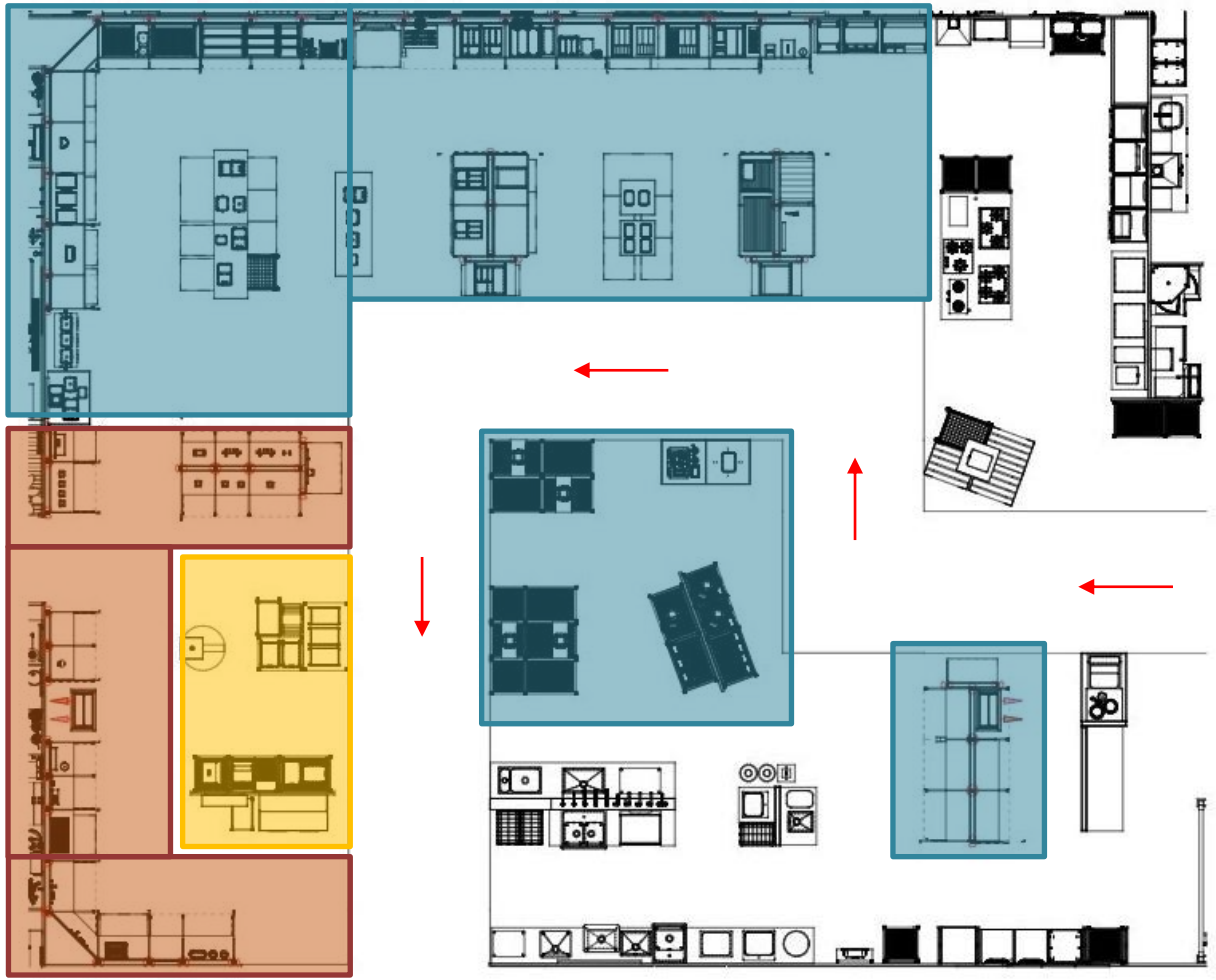
Primary range grouping

Kitchen Accessories



Secondary range grouping

- Interior Organisers
- Wall Organisers
- Kitchen furniture



Work brief

Work brief 1

Compare and choose – Work brief

Location HFB 7 Specify area for the media

☐ Display compact media
☐ Selection point media
☐ All parts studio media
☐ Product dominance wall media

Reason for change

Better overview of Wall Organizers' PA range, as the range currently lacks visibility and customers are not able to navigate the space with ease

Increase in the sales space to accommodate LF articles

Qualitative goal

Increasing visibility of wall organisers, to attract more customers and ease of navigation

Increasing awareness of convenience by highlighting our wall solutions (LIFE @ HOME)

Ease of access and smooth flow across the PA

Better availability, clarity of range presentation, understand and compare the relevance of the wall solutions specific to different needs

Quantitative goal

Wall organizers PA 0762 TO growth 50% - 25.75L

Increased OSA from 86% to 96%

Range structure/sequence

The range will be visible from across the HFB and customers can navigate the wall organisers PA with much ease

Grouping within the function 1st, 2nd, 3rd and 4th (Colour/material, family size, style)

Function – Family - Colour

Commercial and strategic priorities

Emphasis on SM0 article share and performance

Create commerciality by highlighting OBONAS (NEWS) and HULTARP (KING) families

Communication needs

NEWS communication for OBANAS

Add-on products

Ladles, Flowerpots, Chopping boards

Sales space requirements

Important points to consider before decisions are taken:

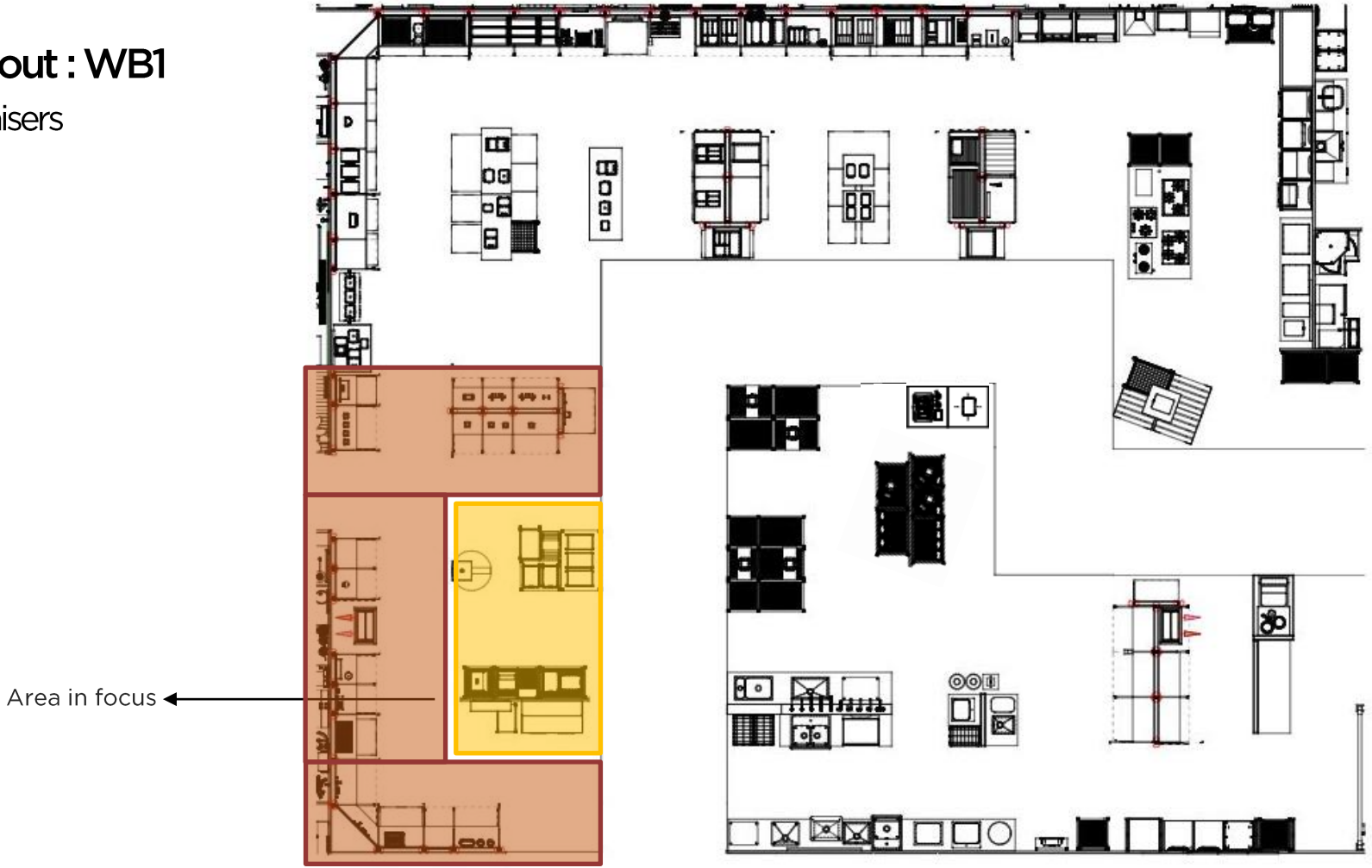
Commercial lighting
Competition
Customer flow
Customer guidance
Equipment
Price and quality level
Reference material
Shopping tools
Sustainable products/solutions

Sales	Date
Sunil	15/9/2022
Com&In	Handover date
Tanvi	23/11/2022
Logistics	Follow-up date
Veda R	

Food and Beverages

Floor layout : WB1

Wall organisers



Current scenario : WB1

Wall organisers

Work brief 2

Compare and choose – Work brief

Location HFB 7 Specify area for the media

☐ Display compact media
☐ Selection point media
☐ All parts studio media
☐ Product dominance wall media

Reason for change

Better overview of Furniture PA range, and way to guide customers along the main aisle (natural flow). As of now, customers take the short-cut and head back to Dining due to the short-cut being in prolongation.

Increase in the sales space to accommodate LF articles – sale potential

Qualitative goal

Ease of access and smooth flow across the Pas
For customers to follow the natural path without confusion.

Better overview of the width and depth of Furniture PA.

Quantitative goal

Furniture TO growth – 15%

Range structure/sequence

Trolleys, Step stools and work bench

Grouping within the function 1st, 2nd, 3rd and 4th (Colour/material, family size, style)

Function – Family – Colour

Commercial and strategic priorities

Create VITALITY by highlighting and steering RASKOG family

Communication needs

A4, Streamer, Benefits

Add-on products

VARIERA boxes, sauce dispensers, bottles, jars

Sales space requirements

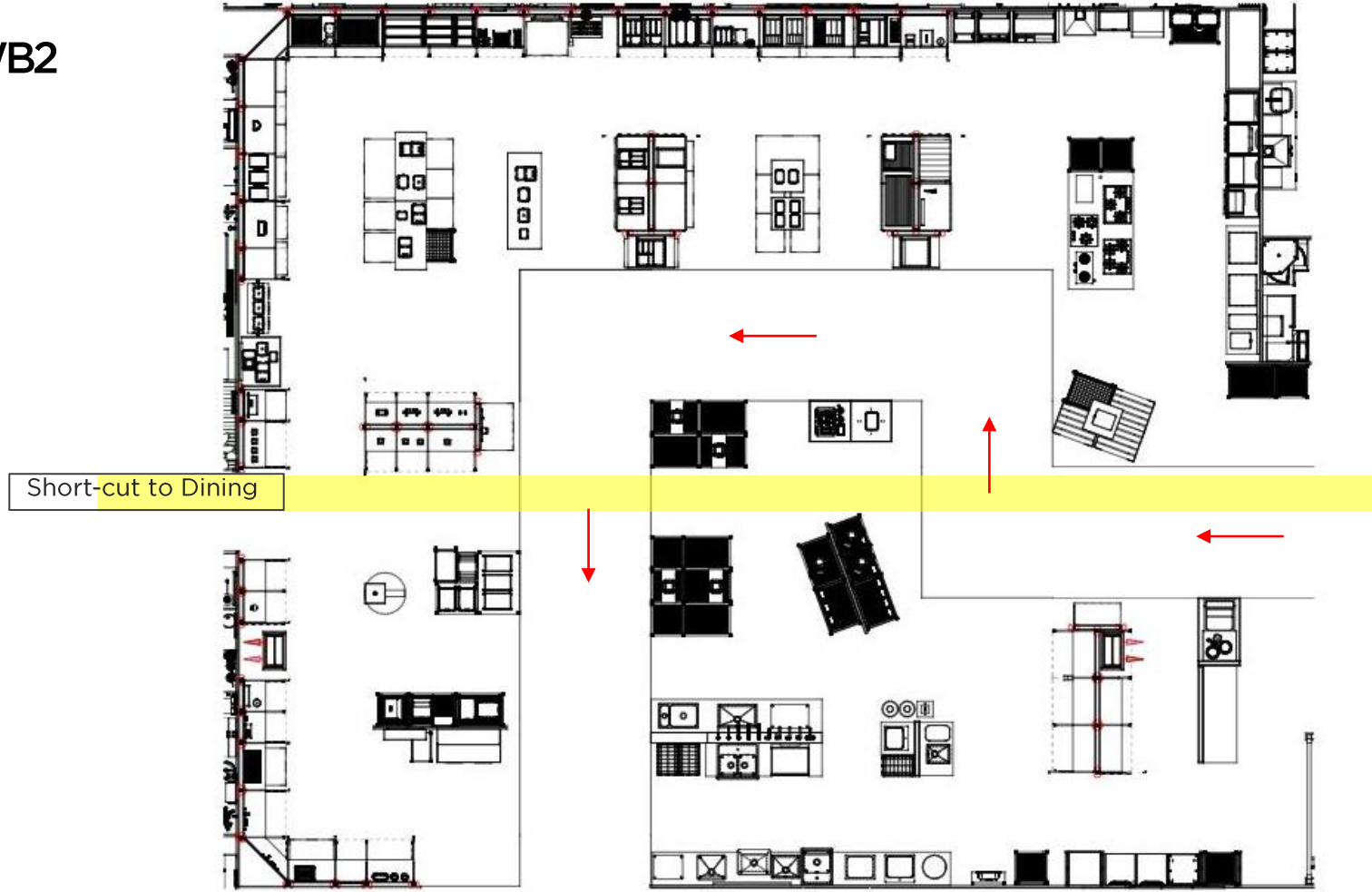
Important points to consider before decisions are taken:
Commercial lighting
Competition
Customer flow
Customer guidance
Equipment
Price and quality level
Reference material
Shopping tools
Sustainable products/solutions

Sales	Date
Sunil	21/11/2022
Com&In	**Handover date**
Tanvi	25/11/2022
Logistics	**Follow-up date**
Veda R	15/12/2022

Food and Beverages

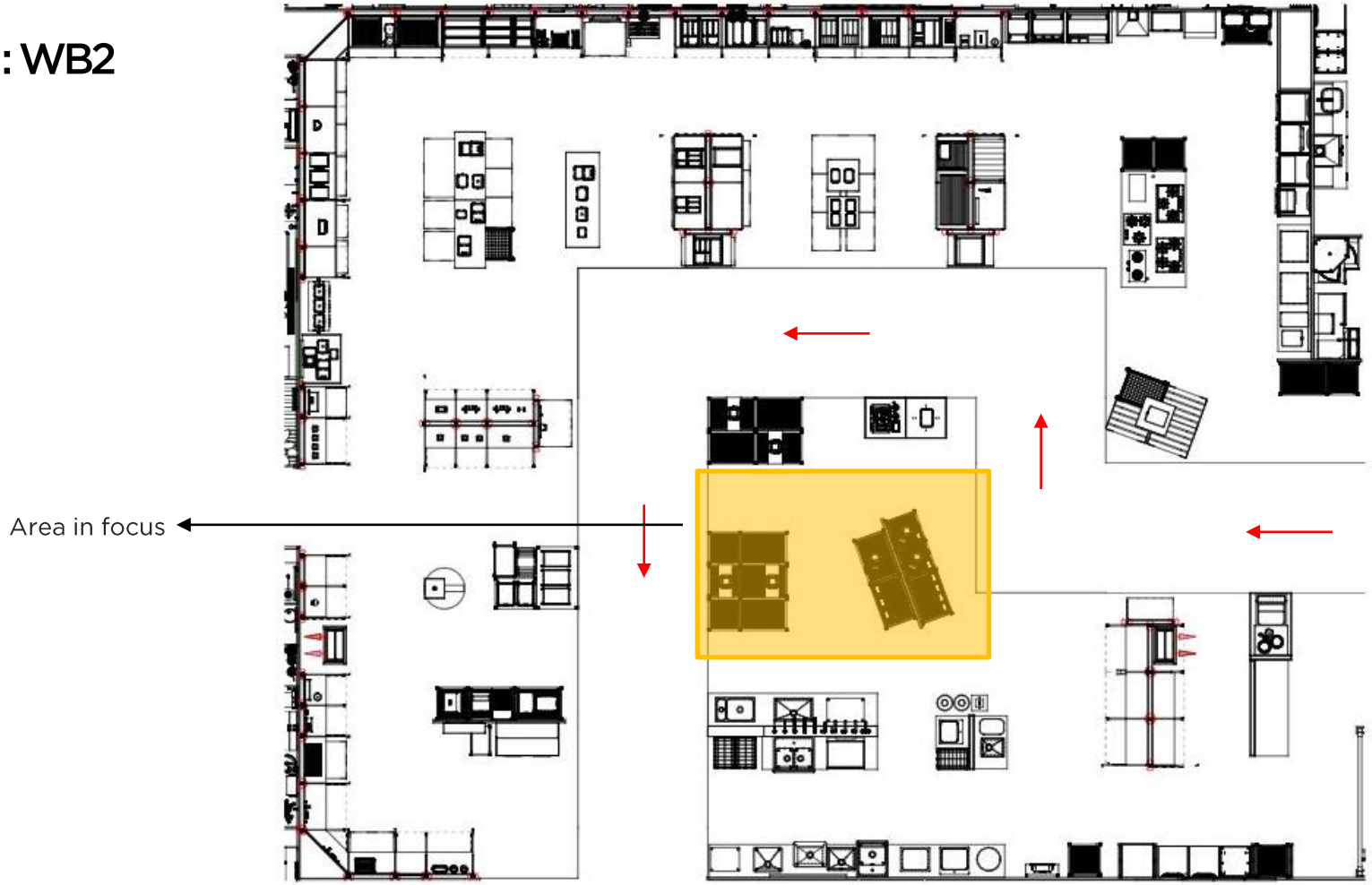
Floor layout : WB2

Furniture



Floor layout : WB2

Furniture



Current scenario : WB2

Furniture

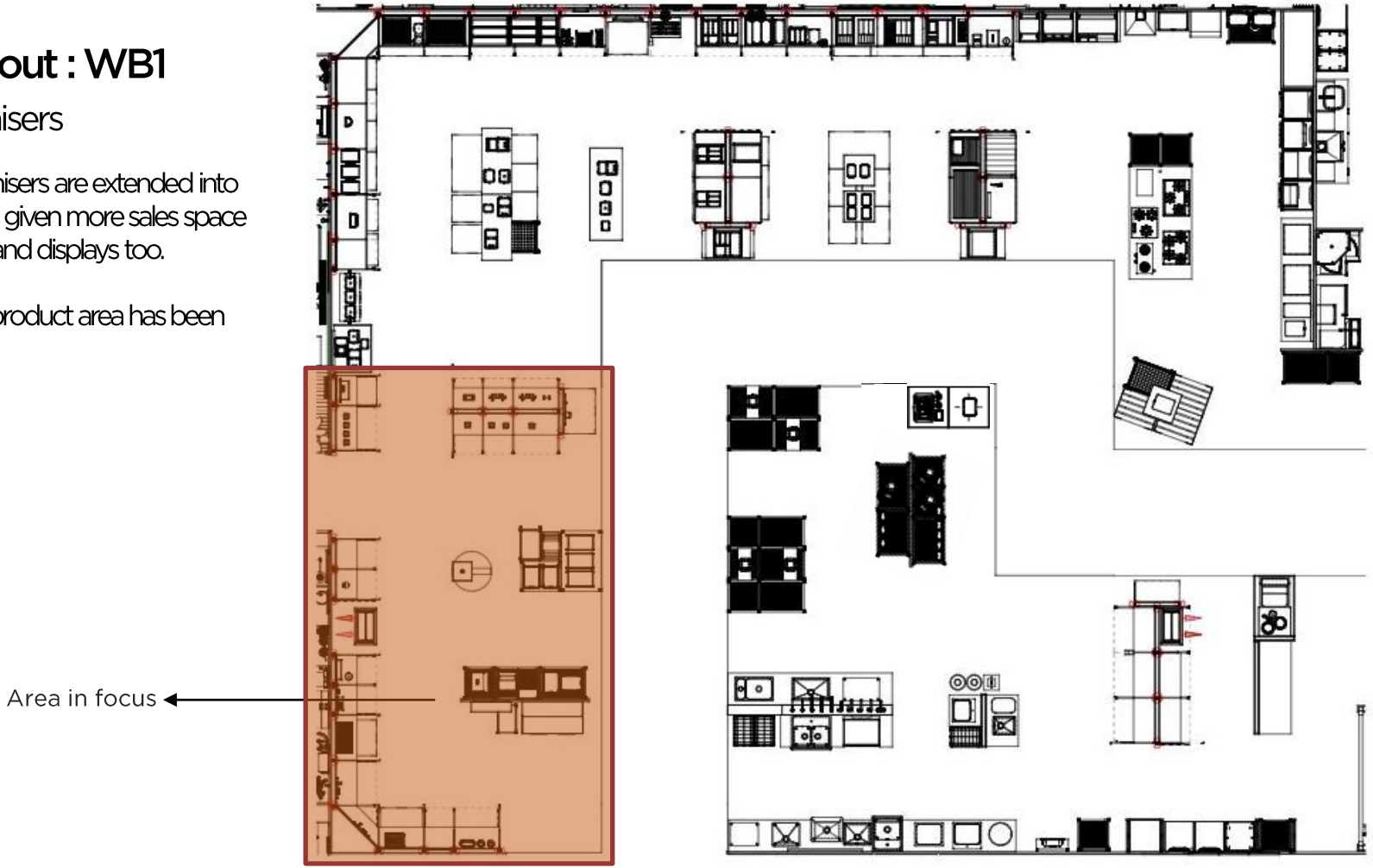
Revised layout

Floor layout : WB1

Wall organisers

The wall organisers are extended into the space and given more sales space for quantities and displays too.

The furniture product area has been relocated.



Current scenario : WB1

Wall organisers

Current scenario : WB1

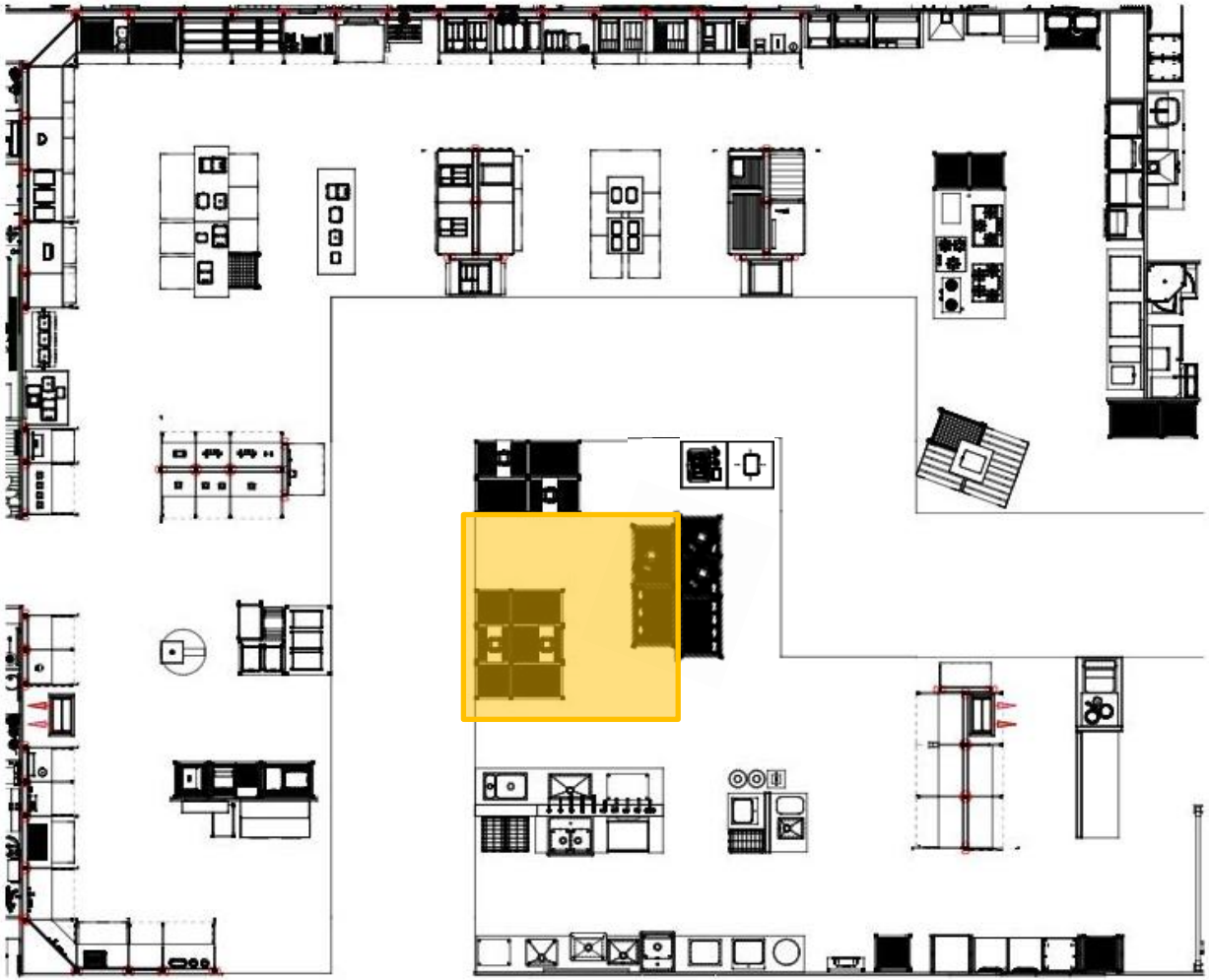
Wall organisers

Floor layout : WB2

Furniture

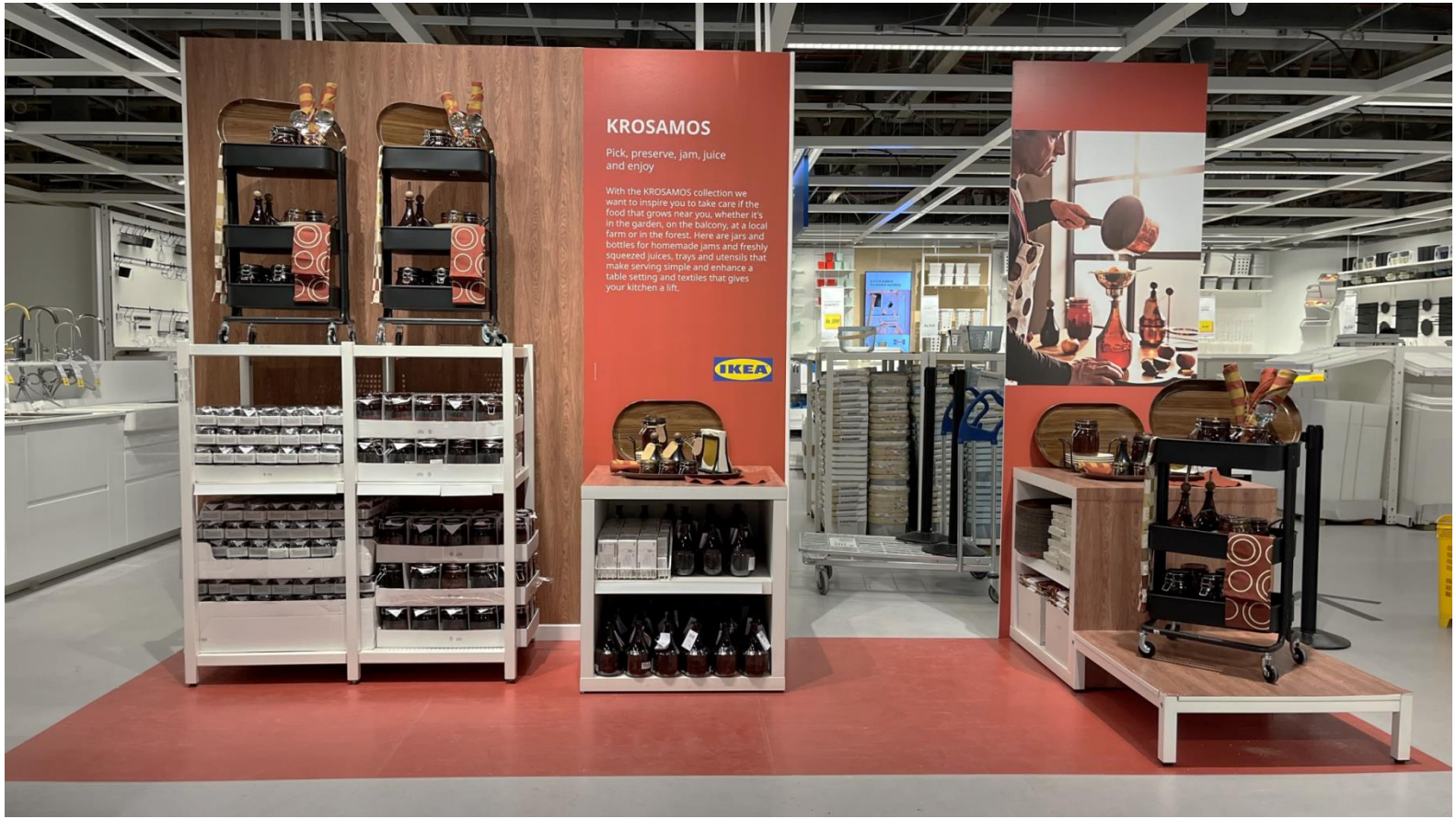
The angled inspiration wall has been straightened, to block the straight prolongation view of the shortcut, and a more impactful inspiration has been created for customer stop-and –pull.

The backside of this inspiration wall is where the entire furniture product area has been shifted to showcase our range in one space together, with sufficient space allocation for display.



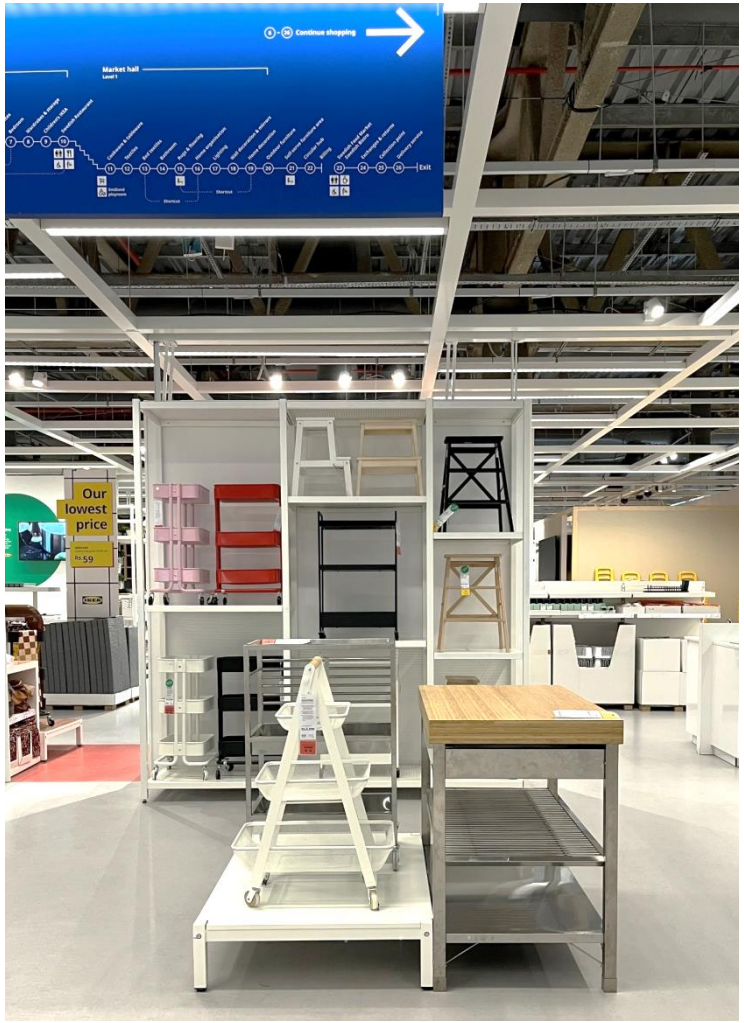
Current scenario : WB2

Furniture



Current scenario : WB2

Furniture



TACK!

ComIn partner : Tanvi Abhay Chheda

Sales partner : Sunil

SSS partner : N Naresh Bhat