HFB8: Dining

Layout as a commercial tool FY23’

Reasons for change

Low visibility & access

This department started with a weak first impression, and the price and quality levels for customers were unclear : why is a particular table worth the stated price?

There was a lot of potential to use the layout as a commercial tool to maximise on sales and inspiration too. Local relevance was missing in the department, which is needed to create a personal touch with the customers of the region.

SWOT analysis

Strengths

Clear and good overview
Ease of access & navigation
Clear grouping
Prolongation to vitality media
Seamless space (without obstacles)
Sustainability oriented articles
Flexibility of floor space (compact)

Weaknesses

Spacing for articles – space constraint
Articles damaged often
Weak opening offer (BTI)
Cold spot in backflow (wall mounted tables)
Short-cut to Kitchens at the entry of Dining
Bottle neck in main aisle at 45 degree room sets

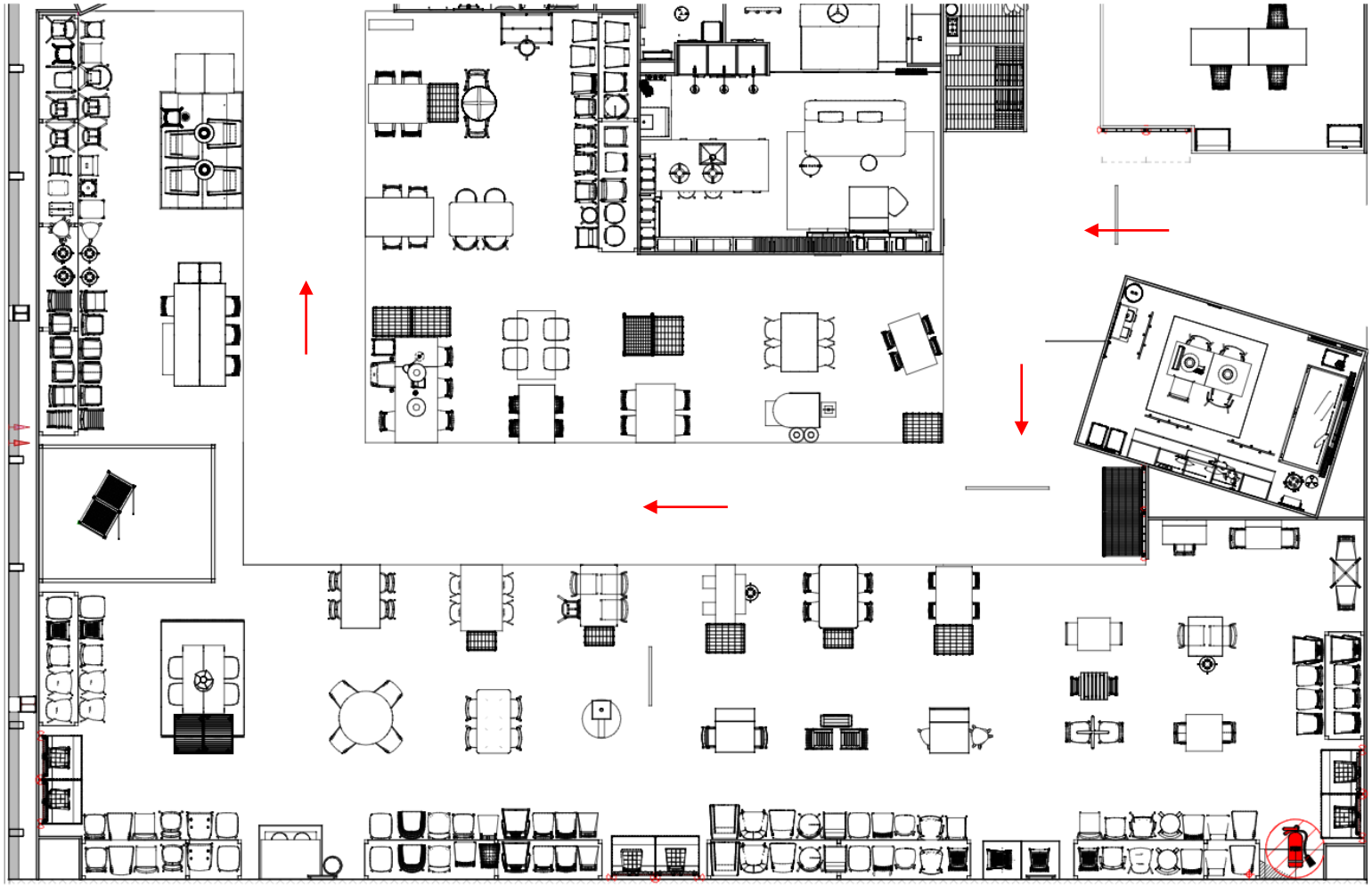
Opportunities

Clarity of Price & Quality for customers
Draw inspiration for customers (DWL)
Incorporate local relevance
Present wider range in compact
Present combinations to inspire
Smoother function of extending tables

Threats

Current scenario

Current layout



Revised layout

Revised layout

Primary grouping

Secondary grouping

Strategic placement

PA 0811 Tables

PA 0812 High tables

Price quality ladder

BTI – 3
LOW – 1
MEDIUM – 7
HIGH – 4

LOW – 3
MEDIUM – 1

Dress with love

Strategic placement

PA 0821 Non upholstered chairs

PA 0824 Upholstered chairs

Price quality ladder

BTI – 4
LOW – 1, 2, 5

BTI – 2
LOW – 4
MEDIUM – 5
HIGH – 6

Strategic placement

PA 0822	Stools
PA 0823	Bar stools
PA 0825	Benches and Sofas

Price quality ladder

BTI – 1
MEDIUM – 2

BTI – 2
LOW – 6
MEDIUM – 4

LOW - 1

TACK!

ComIn partner : Tanvi Abhay Chheda

Sales partner : Ruby Bhushan

SSS partner : N Naresh Bhat