

“Store Design Secrets for Pet Stores”

By Chris Miller

INTRODUCTION:

Things you like while shopping?

Favorite store to shop and WHY?

What have you done to occupy space in your customers’ minds?

The WOW Factor!

PART I. LEVELING THE PLAYING FIELD

4 PARTS TO A STORE

25% 1. _____

25% 2. _____

25% 3. _____

25% 4. _____

NOTES:

1.

2.

3.

4.

PET STORE DESIGN Secrets

Part II. EXTERIOR DESIGN

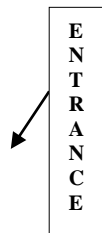
- ◆ TRAFFIC FLOW STARTS OUTSIDE
- ◆ VISIBLE STORE HOURS
- ◆ “OPEN” SIGN
- ◆ SIMPLE AND INVITING
- ◆ SIGNAGE
- ◆ WINDOW DISPLAYS

PART III. INTERIOR DESIGN

- ◆ SPACE ALLOCATION
- ◆ TRAFFIC FLOW
- ◆ GRID DESIGN

3	2	1
6	5	4
9	8	7

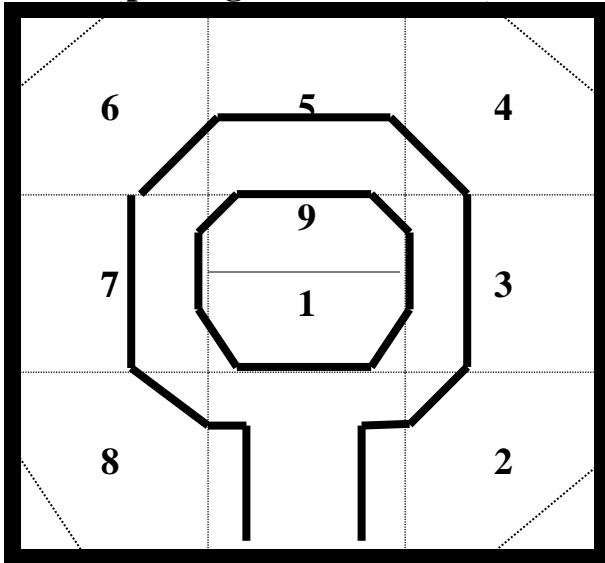
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NOTES:

PET STORE DESIGN Secrets

◆ Loop Design



◆ ENTRANCE

- ◆ Focal Points
- ◆ Sight Lines
- ◆ 45° Angles

SHELVING SYSTEMS

- MATCHING
- RIGHT FIXTURE TO DO THE RIGHT JOB
- SHELVING IS A TOOL WITH WHICH TO MERCHANDISE
- DRESSING UP BASIC FIXTURES:
 - COLOR
 - END PANELS
 - SHELF EDGES
 - BACK PANELS
 - WHEELS – EZ CHANGE
 - INCREASE IMPULSE AREAS

NOTES:

EMPLOYEES – People Appeal

➤ CUSTOMER SERVICE

Customer CARE

C _____

A _____

R _____

E _____

Return on Investment ROI

Annual Sales x Increase in sales = NEW SALES

New sales x GPM Gross Profit margin = Net profit

Divide by 12 monthly profit to pay back investment

Cost of Money: Lease Store Fixtures ~ 240\$/10,000

60 Month lease 2 payment down and 1 \$ buyout

Benefits of Leasing:

1. Do remodel in today's \$
2. Straight write off (Check with Accountant)
3. Save Existing Bank Relationship
4. Rental, not long-term debt. Debt to asset ratio
5. EZ qualify – 1 page 3 trade app. 2 yr. tax returns

Cost of Money: LOC or bank loan ~200\$ per 10K

Lower cost – can be easy or hard to qualify. SBA loans are incredibly difficult to get done.

NOTES:

EXAMPLE 2400 Sq. Ft store doing \$700,000 in business. Remodel of \$80,000 will cost ~\$2,000/month on a lease.

**15% increase = 105,000 yr sales or 8,750 month
8,750\$ x .40 GPM = 3,500\$-2,000 cost = 1,500\$
profit. Break even @ 9%**

**20% increase =140,000 yr sales =\$ 11,666 Month
11,666 x .40 GPM = 4,666-2000= 2,666 Month
profit**

30% Increase = 5,000\$ month profit or 60K a year!

10 Space-Saving Ideas

- 1. Swing Display Panels**
- 2. Sliding Display Panels**
- 3. Tiered Collar and Leash Rack**
- 4. Side Impulse Panels**
- 5. Checkout Impulse Panels**
- 6. Recess Front Counters**
- 7. 1-1/2" Aluminum Slatwall Panels**
- 8. Drop Hook Peg Hooks**
- 9. 2 Finger Rule Top to Bottom and Tighten Sets Left to Right**
- 10. Cantilever Shelving vs. Standard or Light Duty Pallet Rack**

Bonus tip! Go 6" taller on wall gondola and use low base 6" tall vs 8"

Review

All Glory starts from daring to begin !

Which one or two things that you learned in this session will you go back and implement in your store ???

1 _____

2 _____

About your trainer:

CHRIS MILLER, President of Pacific Store Designs, has been active in the design and development of the retail pet industry for the past 38 years. He served on Superzoo's board of directors from 1996-2002, and was the trade show chairman 1997-98. A contributing editor to Pet Age magazine for 2003-06 columns titled "Problem Solvers," Chris welcomes any questions that may be considered for future titles.

Chris's firm has completed stores worldwide and within most of the 50 United States, including Alaska, New Jersey, Hawaii, and St. Thomas USVI+BVI. International locations include Guam, Finland, New Zealand, Guatemala, Canada, and Australia.

Pacific Store Designs was awarded 2013 Supplier of the Year by Global Pet Foods, Canada, for their work at the following locations: Orangeville, New Market, Markham, Bolton, Edmonton, Red Deer, Winnipeg, and St. John. Currently under design, upcoming projects include Waterdown, Burlington, Waterloo, Brimley, London, Oshawa, Stouffville, and St. Laurent. Stateside projects include Pet Wants, Brea, CA, and Soldan's Pet Supplies Flagship Store in Okemos, Michigan. Just finished: Bones-N-Scones in Palm Desert, CA and My Pet Naturally in Santa Monica, CA.

Pacific Store Designs offers retailers: design services, fixtures sales, custom cabinetry, vented animal enclosures, general contracting, architectural services in all 50 states through permit procurement, professional installations, merchandising assistance and educational seminar presentations/training. His expertise ranges from business planning, costing and budgeting to sales projections and payback analysis. Chris has designed well over 3,500+ retail stores worldwide--you will not find a more diversified or experienced retail expert for the pet industry.

Chris's design center and custom manufacturing facility is located in Garden Grove, CA. However, PSD offers a variety of drop ship points throughout the US. Featured Lozier Store Fixtures ship from Omaha, NE; Scottsboro, AL; and Joplin, MO. Many other fixtures ship from Atlanta, GA and Hazelton, PA.

Chris currently resides in Costa Mesa, CA with his wife of 33 years, Jeanne. They have 29-year-old identical twin daughters: Danielle, a DO practicing in Scottsdale, AZ, and Rachel, a scientist and DNA Lab Manager in Berkeley, CA. Their 27-year-old son, Ryan, is living the dream in Maui, Hawaii.

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