



SPAR



SPAR



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MILLENNIUM STORE



We trade in an ever changing market, and in order to keep ahead we must continue to innovate and seize the opportunities for change.



Our challenge going forward into the new millennium is to maintain the lead as convenience retailers and continue to develop the best presentation in the sector. This guide introduces the SPAR design package for the new millennium. It was created with our understanding of the market and in response to customer feedback, retailer requirements and competitive forces.



I am convinced that with this new package SPAR will continue to be the leaders in local convenience retailing well into the next century.



Developed and tested over the past year, the design package focuses on our key area of activity and on improving our presentation and service to our customer. It contains exciting new ideas for store design.

How to use these Guidelines



This document has been created to help you understand the design package, introduce the key elements and demonstrate how to use them in store.

It is divided into 9 sections for ease of use. The sections lead you through the thinking behind the design, the overall look and how it comes together.

Examples of exterior and interior design features are included in detailed colour pictures with supporting text. Options for implementation are explained.

Please read the document thoroughly. You will want to cross reference from section to section, and refer to the checklists to identify how this package can work in your store.

If you need further information or advice, please contact SPAR Central Office or the retail help line at Beresfords on 0171 734 3399, or e-mail spar@beresfords.co.uk



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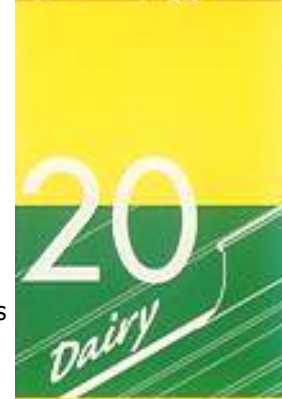
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The Comprehensive Level
The key elements described



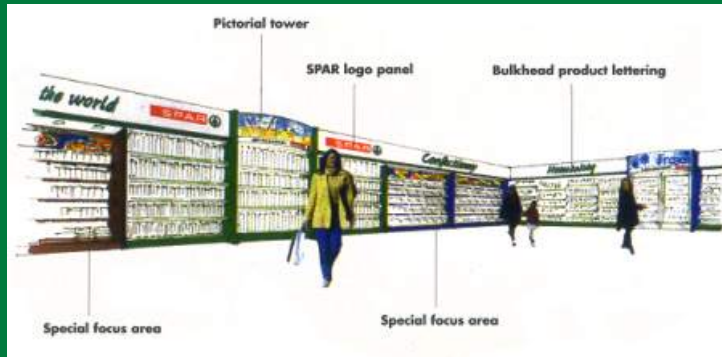
The Intermediate Level
The key elements described



The Entry Level
The key elements described



What is the Millennium Store Package?



The Millennium Store Package is a new and dramatically different approach for SPAR stores. Today with more and better competition, customers are demanding better quality stores that are enticing, warm and easier to shop in. With this package, we deliberately set out to create a higher standard than ever before in order to fulfil this customer need and stay ahead of the competition.



How is it different?

The package includes a new approach to store planning and a new way to present and promote products. It has better design than ever before, colour photography to create a bright environment, light to create warmth and atmosphere and better display disciplines to promote products.

What does it include?

All aspects of the retail mix were considered; from store layout to product range, fixtures and fittings to imagery. As with all retail design it works best as a complete package requiring an overview of the whole store before implementation.

However, as the single design for all SPAR stores, the Millennium Package is flexible enough to allow for varying levels of investment, location and practical issues.

What is the result?

The result is a modern lively environment, a more professional approach with a friendly atmosphere. It will make customers look at us differently and will lead to improved loyalty.

Clearly, this is more than an imagery package. It is a whole new way of presenting SPAR, which meets the needs of the varying SPAR store types.





Retail Principles



What are the principals behind the new store package?

Over the years, we had developed a number of retail principles to which all SPAR stores adhere. In addition to the obvious disciplines dealing with standards in health and safety, opening hours and staff welfare, we recommend standards for merchandise, range, display, store layout and signage.



SPAR has a reputation for good locations, long opening hours, well stocked shelves and friendly service. The retail principles illustrated on the following pages will help us to maintain and improve that reputation.





How will the principles affect the look of the store?



Visibility

Customers should be able to see into and access the store easily, with highlighted entrances and windows clear of clutter. Wherever possible the entrance should be prominent, centred and well lit.

Store planning

Store planning should allow for a service area where customers can see and understand the offer. Ease of use and promotion of our strong areas of merchandise are key to the new approach and stores should be laid out to support this principle.



Shopfitting

Though still quite simple, the new package recommends higher shopfitting specifications wherever possible. The materials, fixtures and fittings were designed to work together, and create a consistent quality look.

Perimeter canopy

A canopy or frieze is used to carry signage and light directing customers through the store, and provides a way to avoid mess or clutter above merchandise.



Focus Areas

Focus merchandise display and departments attract customers and emphasise our real product strengths.

Shelving

High shelving and crowded walkways should be avoided wherever possible as customers prefer more open stores.

Lighting

The new lighting specification is brighter and allows us to highlight products and departments where appropriate.

The Look



With the new look, SPAR communicates a strong and effective retail offer where product and service benefits are clearly seen by our customers. The overall look is bright and colourful, well organised and lively, modern and warm. Product photography combines with shopfitting to create a new kind of sales environment.

The look is completely integrated. The shopfront, interior layout, merchandise, promotional display and signage are based on the consistent theme of strengthened product promotion and enhanced customer service.





The curved fascia gives greater prominence to the store from a distance and acts to illuminate the entrance drawing the customer in

The shopfront incorporates illuminated towers which promote key product areas



Chilled convenience lines are highlighted in the Express Route



Pictorial merchandise towers display product and promote the category through bright and eye-catching graphics and the effective use of illumination



The off license is designed as a department within the store



Food to Go offers a real point of difference from the competition. As the overall take-away brand, Food to Go is designed to be flexible enough to allow for a variety of food service offers



The perimeter canopy creates a finished look around the store and provides a way to avoid mess or clutter

Focus Departments

What are focus departments?

A key part of the new SPAR store design is the special treatment of key focus areas. The areas selected are those most relevant to SPAR customers and often the most successful areas within the store.

Why should we have focus departments?

People shop differently for different products. Certain products or services sell better when presented in a different manner. By highlighting areas or giving them their own space and “feel”, we will allow customers to shop more easily and thereby offer a better service.

Off License



In the off license department we have created a “store within a store” feel to underline SPAR’s expertise as a retailer of wine and beer. A change of ceiling height, lighting, flooring and materials encourages the customers to browse and to shop the whole department.

Wines should be merchandised geographically and supported by information graphics, while beers should be block merchandised for greatest impact. Chiller cabinets are “designed into” the style of the section.

Express Route



The Express Route is developed to highlight a specific part of the chilled food offer and is a kind of chilled "take away" display. It emphasises products for immediate consumption, such as sandwiches, one shot drinks and associated snacking products. Some products may be duplicated in the traditional chiller cabinet. This offers your customers two ways to purchase - as a quick lunchtime snack, or as part of a larger shop for future consumption.

Customers will come to use the Express Route as part of a take away offer and will appreciate the convenience to select and purchase these product easily.

Food to Go



This is a key department within SPAR stores and has its own visual and structural approach. Wherever possible, Food to Go should be sited at the front of the store, visible to passing traffic. If located at the back of the store, adequate signage should be used to promote the offer on the store exterior.

Whether the take away food offer is a branded third party approach or a local offer the overall food service brand should remain as Food to Go. This name alone appears on the canopy in illuminated lettering. This together with the "traffic light" logo makes up the Food to Go brand.

Product offerings or concession brands are promoted below the canopy in illuminated light boxes, supported by menu boards and posters. By following this discipline, you will be able to develop or alter the offer without having to change the overall structure or total look of the department.

Levels of Implementation

Why are there different levels of implementation?

Implementation of the package has been developed in three ways in order to allow for different levels of investment, practical constraints or architectural considerations.

How do I choose which level to implement?

You should always try to achieve the highest level of implementation that your circumstances will allow.

All aspects of the package have been developed over a period of time and tested in numerous locations, and when brought together, they achieve a dramatic effect.

When looking through these guidelines consider how the package can be implemented in your store, either in one go or over a number of phases.

Comprehensive



The Comprehensive Level is the complete SPAR Millennium Store Package, which considers all aspects of the store - from floor to ceiling. It offers some flexibility with options that take account of differing store types and budgets. The main features in the comprehensive level include use of the canopy to unify the store, illuminated pictorial towers to highlight



key merchandise, focus departments to promote areas of real strength and use of good quality materials and light throughout the store.

Intermediate



This level provides the package in a lower cost, non-comprehensive form. It offers retailers a simple step, particularly for current stores that are upgrading from a previous design package and do not wish a high level of investment in the first instance. Retailers should choose as much of the design package as they can comfortably afford. For

example, even though we envisage that most intermediate level stores will use banners to promote product, pictorial towers could be added to enliven the interior.

Entry



The entry level offers retailers the lowest cost version of the Millennium Store Package. It is primarily a graphic application package, and so will only achieve a certain degree of impact to customers. This level was developed as a short term intermediary measure for stores within limited planned investment and it is expected that they would upgrade

further to either the intermediate or comprehensive level within an agreed, but realistic timeframe dependent on financial and practical constraints.

Elements of the Millennium Store Package

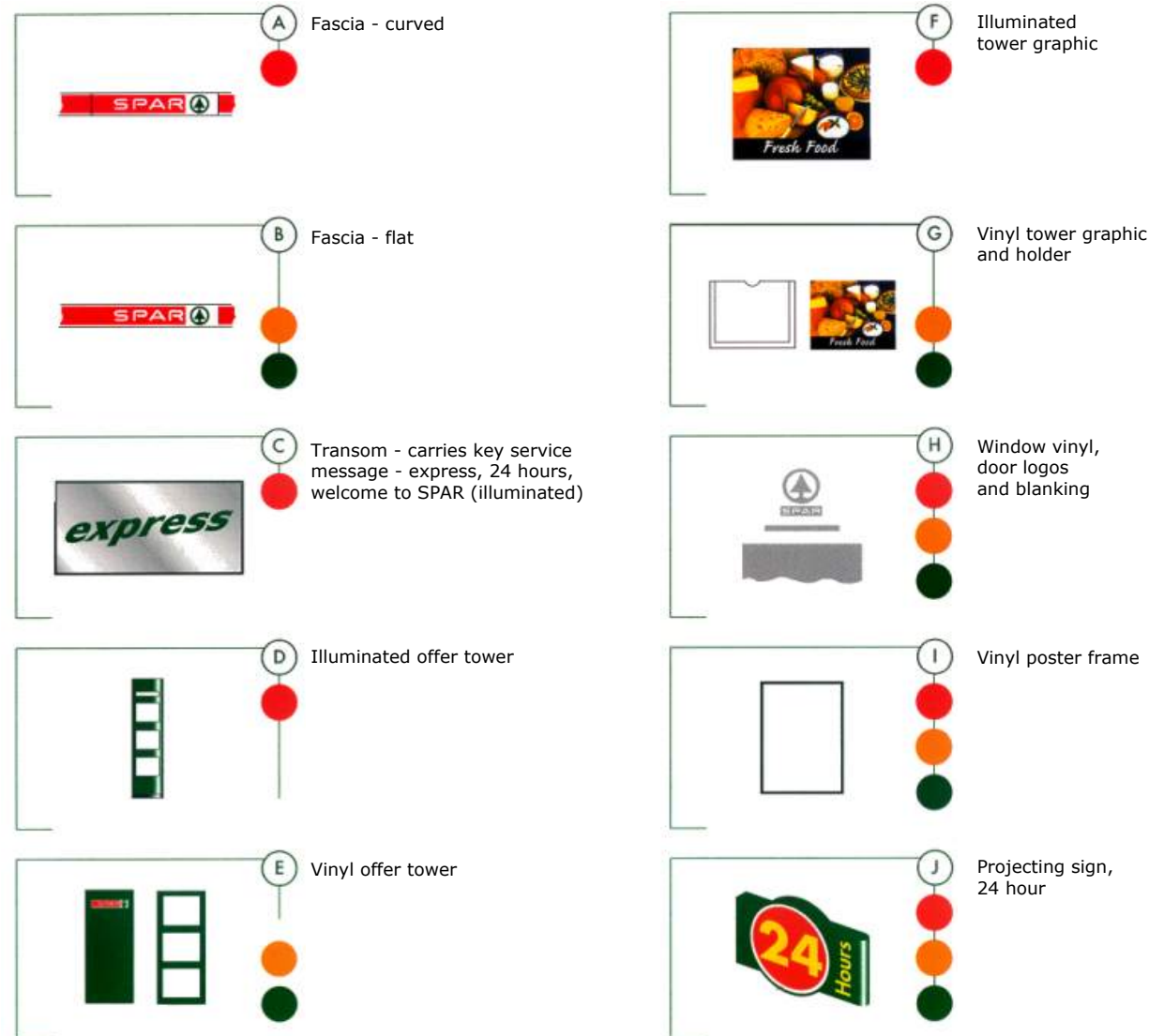
The Millennium Store Package is made up of a number of key elements, used in some or all of the different levels. For instance, items such as photographic banners appear in all three levels, but the way they are used or positioned in the store differs.

Ranging from the simplest items such as graphic imagery through to the more complex shopfitted items such as illuminated pictorial towers, each element is shown and described over the next couple of pages. To help clarify the different items needed for each level, a colour coded key has been used to help you select the right elements for your store.

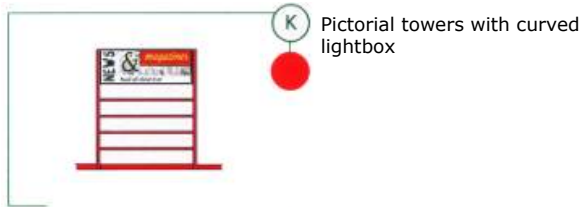
Please note that the key merely gives you a recommendation of the most appropriate or relevant items for each level. It is not intended as a definitive guide to the essentials of each level since this information is contained within a separate specifications document. It is important to bear in mind when looking through this section that although you may have opted for an Entry Level store, as an example, you may want to include one or two items from the Intermediate or Comprehensive Levels if budget allows.

Some of these elements are ordered complete and ready for use. Others will require on-site shopfitting and construction work. However, whichever combination of items is chosen, the result will be the most professional and exciting convenience store in your area.

Exterior



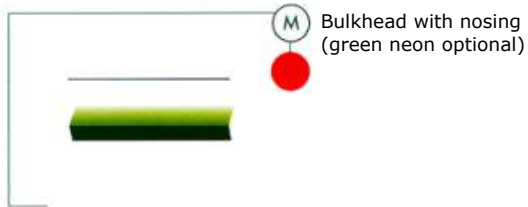
Interior



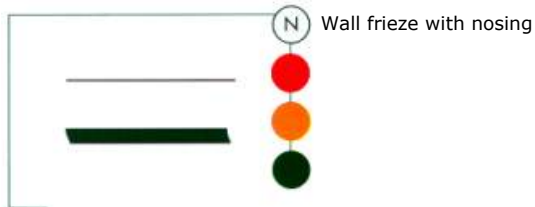
K Pictorial towers with curved lightbox



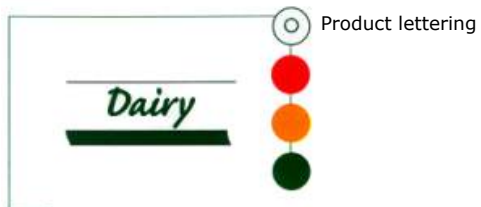
L Pictorial tower image



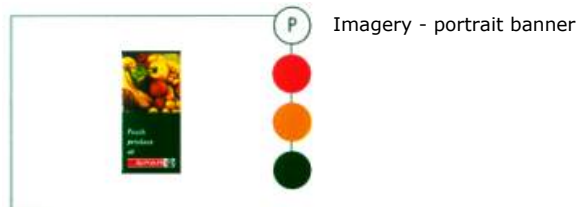
M Bulkhead with nosing (green neon optional)



N Wall frieze with nosing



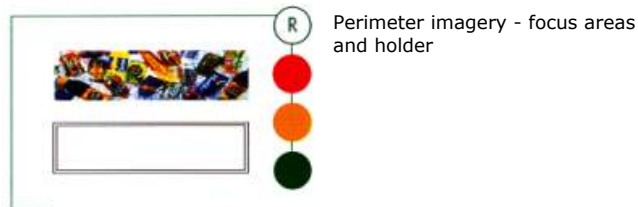
O Product lettering



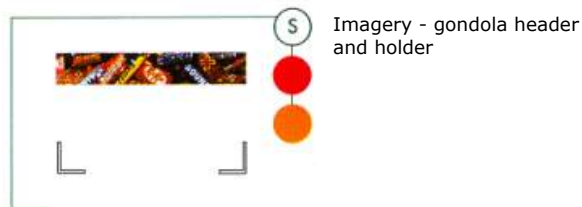
P Imagery - portrait banner



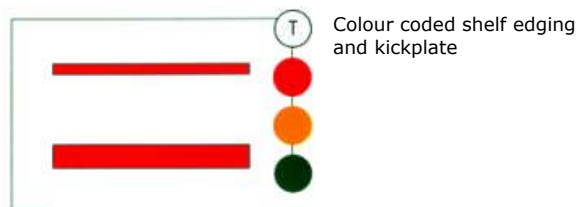
Q Imagery - landscape banner



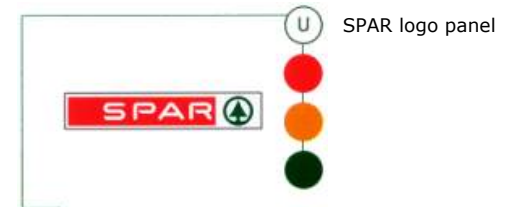
R Perimeter imagery - focus areas and holder



S Imagery - gondola header and holder



T Colour coded shelf edging and kickplate



U SPAR logo panel

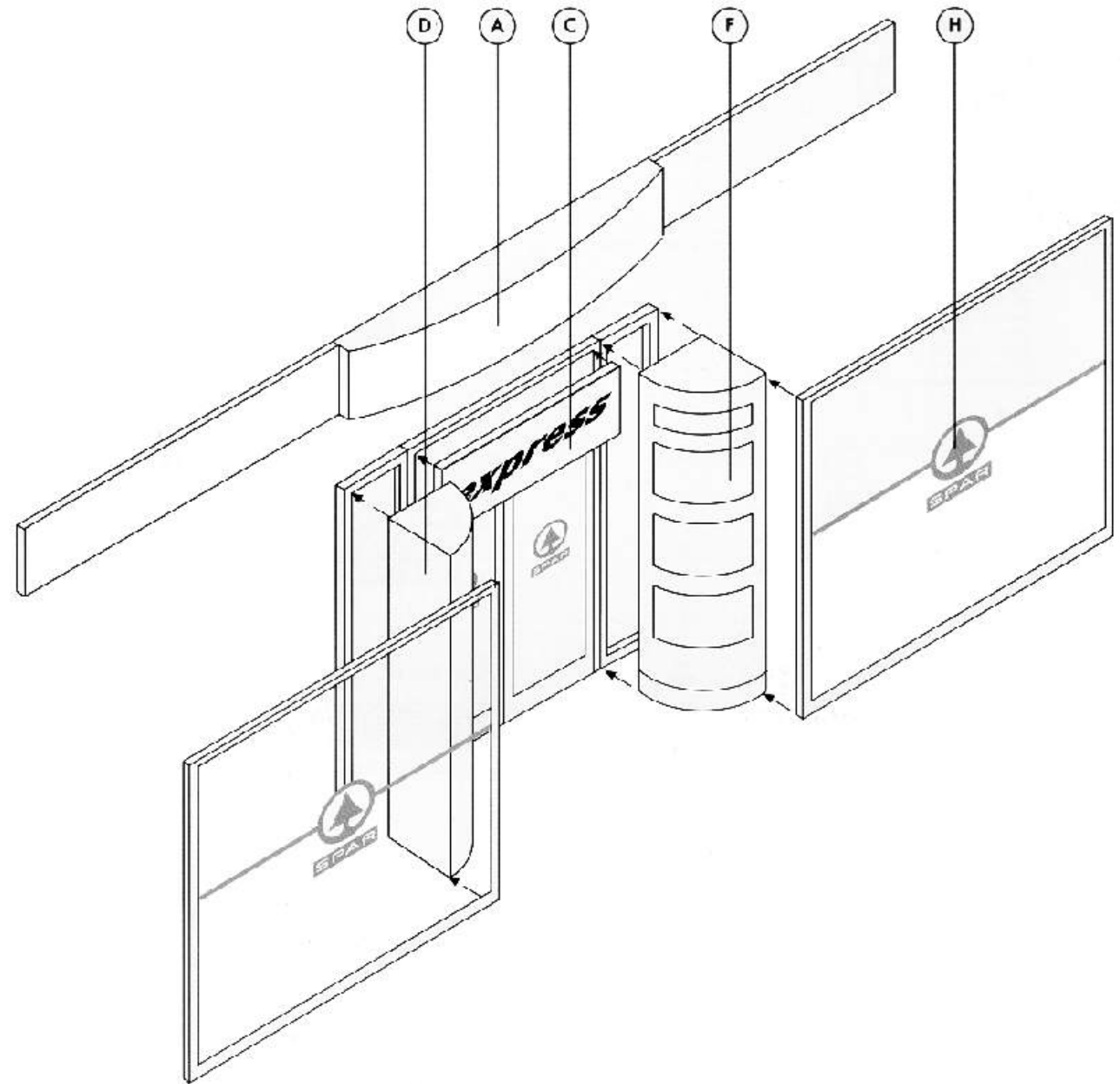


V Service sign

- The Comprehensive Level
- The Intermediate Level
- The Entry Level

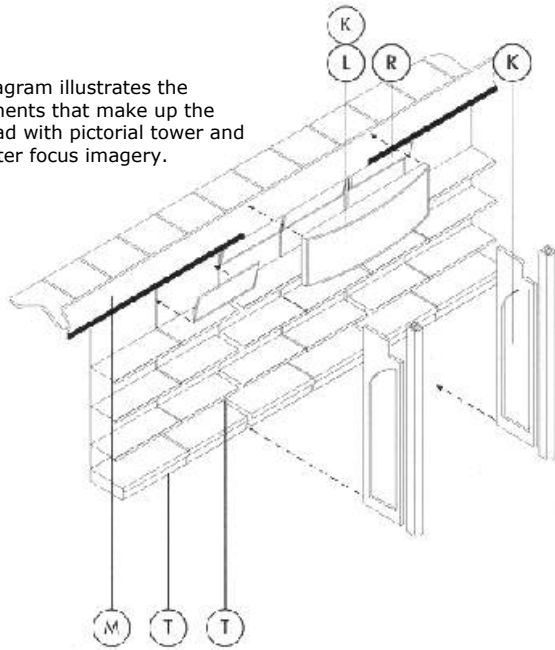
The Comprehensive Level

When implemented at Comprehensive level, the new package gives the greatest impact. Its use of full colour graphics is set off with a large use of illumination and shopfitted items giving the store an ultra modern and exciting look. Comprehensive level stores are the cutting edge of store design and will give SPAR retailers the competitive edge for the new millennium.

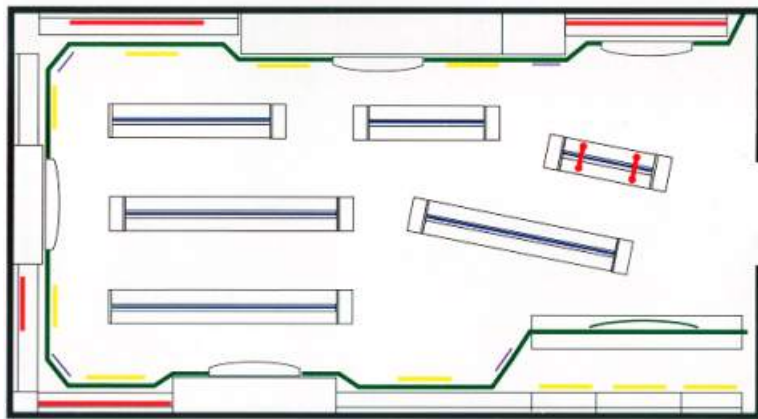
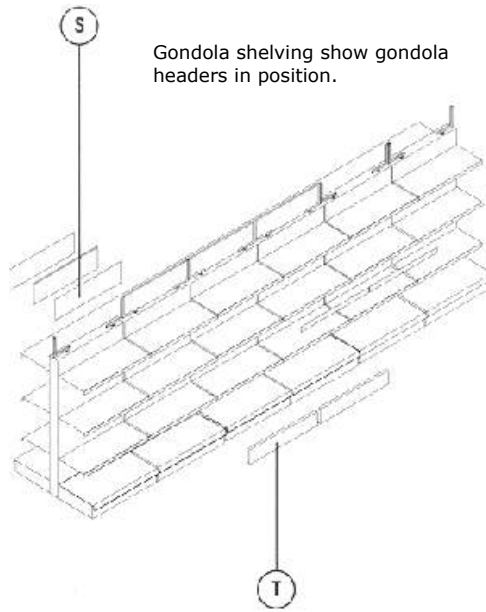


This diagram illustrates all the components that make up the Comprehensive Level shopfront. Please refer to pages 14-15 for further description.

This diagram illustrates the components that make up the bulkhead with pictorial tower and perimeter focus imagery.



Gondola shelving show gondola headers in position.



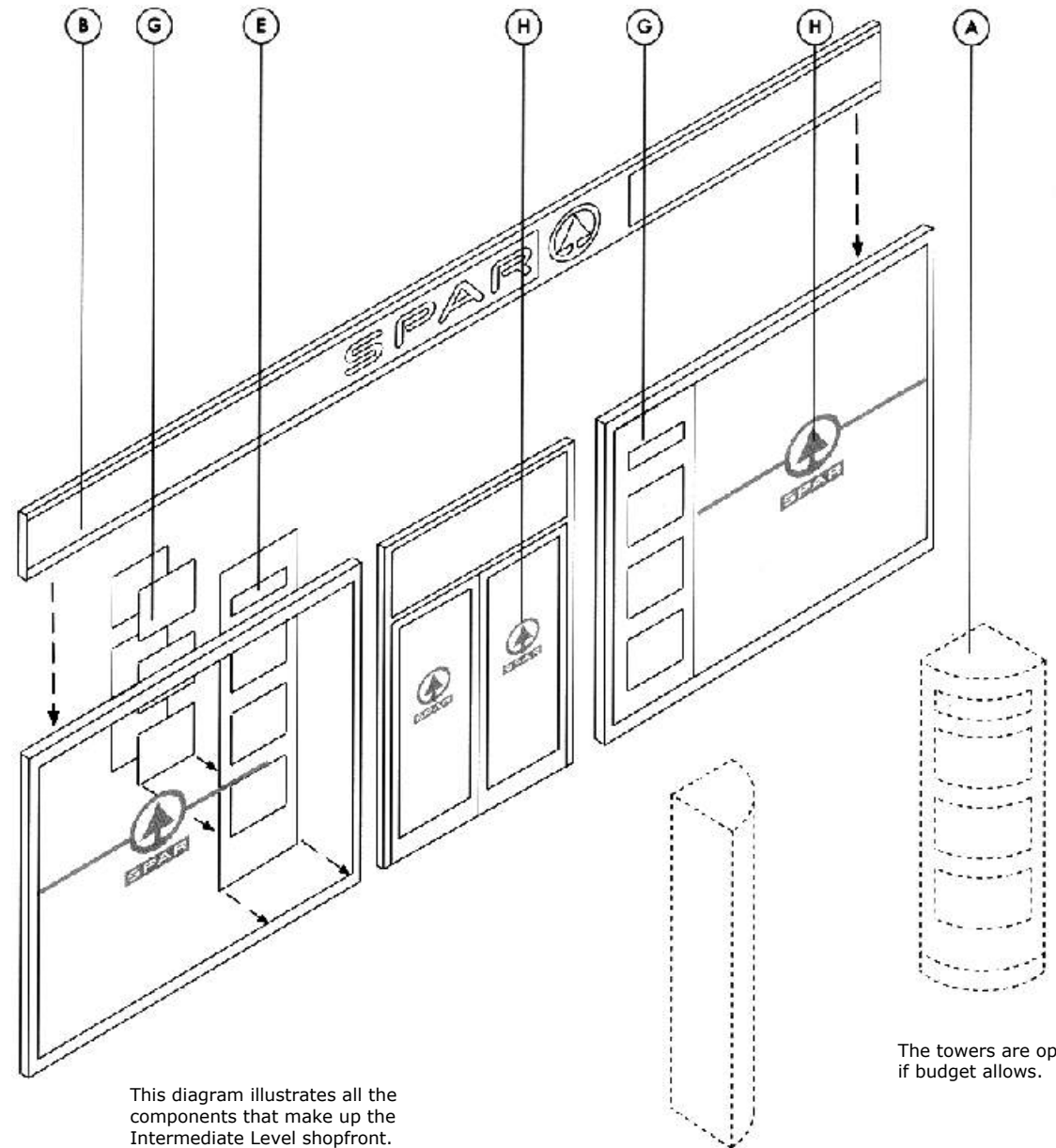
This sample plan illustrates a typical store layout for the Comprehensive Level. This is a guide only, specific layouts should be created for each individual store as required.

-  Pictorial lightbox
-  Bulkhead with nosing (Green neon optional)
-  Perimeter focus imagery
-  Product lettering
-  Gondola headers
-  SPAR logo panels
-  Hanging banners
-  Service sign



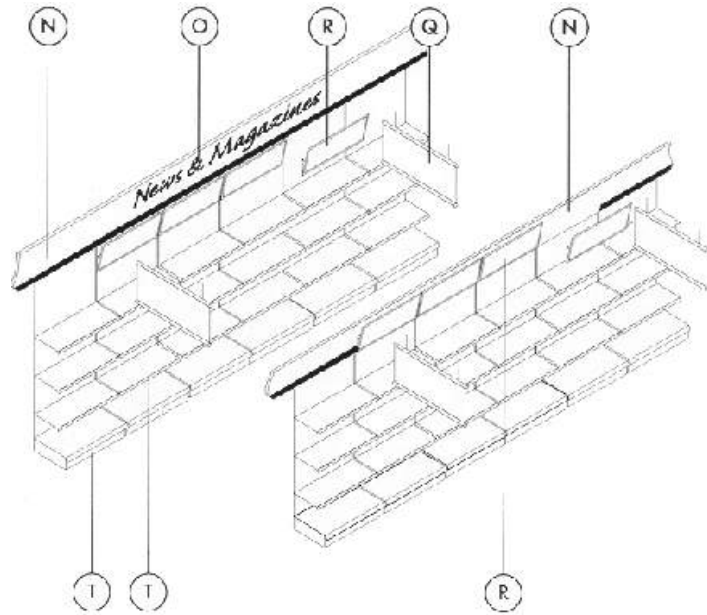
The Intermediate Level

Designed to give the store a bright and modern look, the Intermediate Level incorporates a lot of the key elements of the Comprehensive Level but makes a greater allowance for lower investment and practical constraints. The use of illumination and the more complex shopfitted items are reduced but not eliminated, whilst a more extensive use of graphics package is recommended. The end result is an extremely cost-effective way of creating a SPAR store that promotes key products and services to the customer in an exciting way.



This diagram illustrates all the components that make up the Intermediate Level shopfront. Please refer to pages 14-15 for further description.

The towers are optional, if budget allows.



These diagrams illustrate the use of a wall frieze and landscape banners with perimeter focus imagery to highlight a product area.

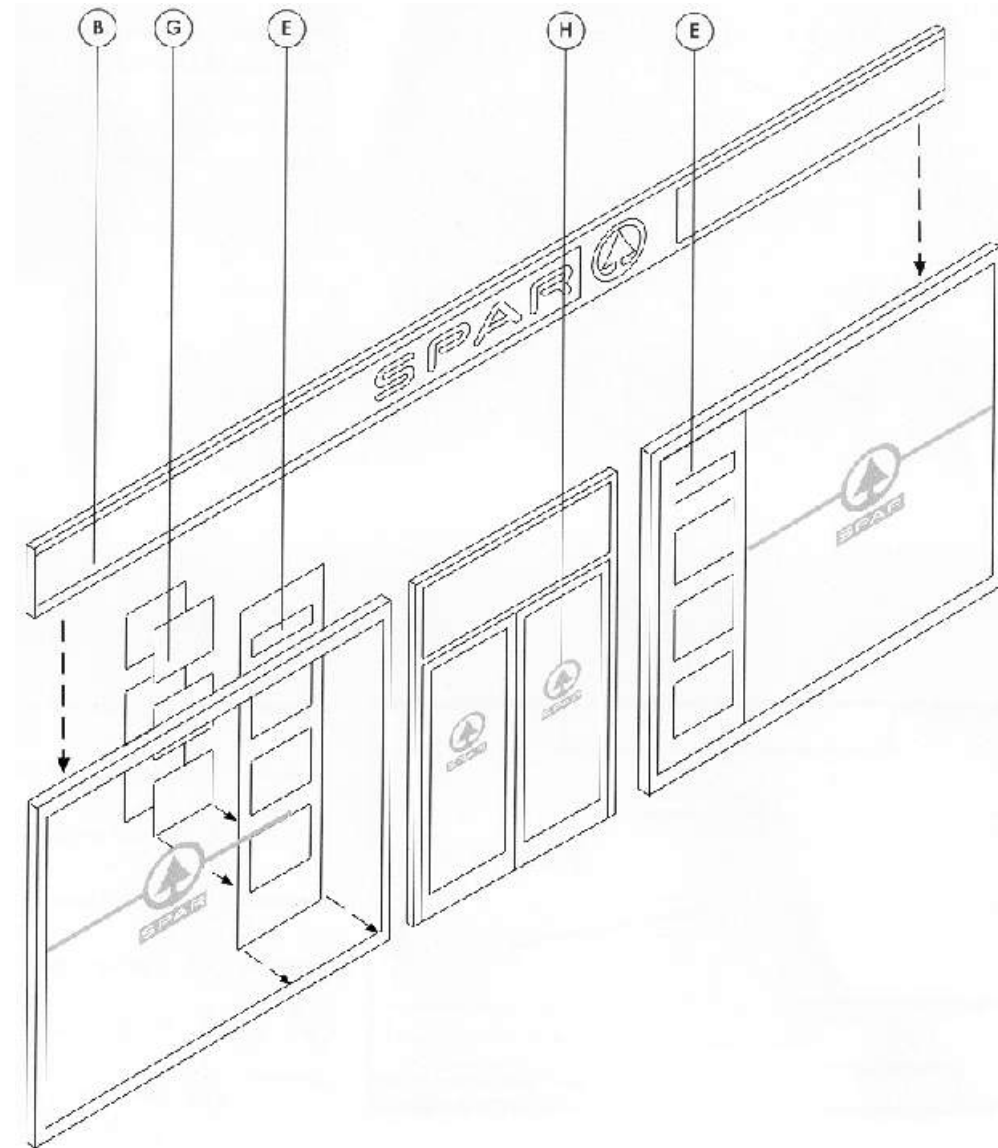


- N Wall frieze with nosing
- R Perimeter focus imagery
- O Product lettering
- S Gondola headers
- U SPAR logo panels
- P Q Hanging banners
- V Service Sign

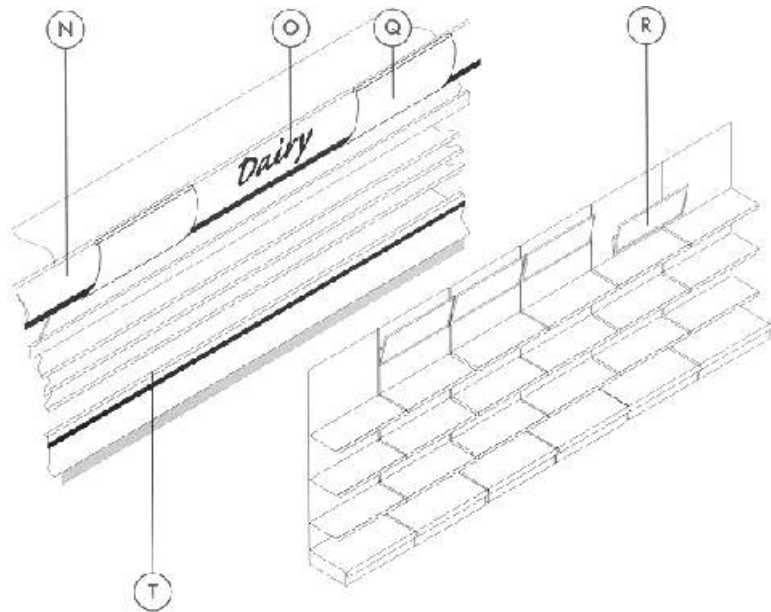


The Entry Level

Designed to provide the package in its simplest and lowest cost form, this level is the most readily attainable for SPAR stores. It focuses on the use of the graphics package with only a few simple elements of shopfitting required. In general it will not involve the use of illumination or complex shopfitting and construction due to architectural or investment concerns. Entry Level provides a quick and low cost option that still reflects the main principles behind the package and presents a pleasing and interesting image to the customer.

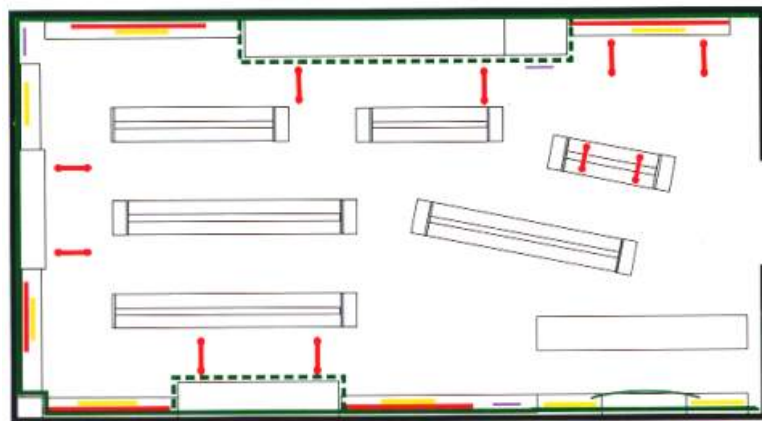


This diagram illustrates all the components that make up the Entry Level shopfront. Please refer to pages 14-15 for further description.



These diagrams illustrate an effective way of encasing the dairy chiller and using landscape banners in a 'sail' like fixing.

They also illustrate the use of perimeter focus imagery on shelving.



-  N Wall frieze with nosing
-  R Perimeter focus imagery
-  O Product lettering
-  S Gondola headers
-  U SPAR logo panels
-  P Q Hanging banners
-  V Service sign

This simple plan illustrates a typical store layout for the Entry Level. This is a guide only, specific layouts should be created for each individual store as required.



Some Retailers Experiences So Far

What have people said?

This brochure has given you an introduction to the principles and main elements of the Millennium Store design package. All the designs and ideas within the package have been thoroughly tested within the business to ensure the end result is beneficial to customers and retailers alike.

However, don't just take our word for it, read what both SPAR retailers and Wholesalers who have already implemented the package have had to say about it.

"I expected a rise in sales after we installed the Millennium Store Package at Oxford Road, but even I was surprised when the figures continue to show a 28% - 30% increase year on year. The new package will more than pay for itself."

*Paul Stone, retailer
SPAR retailer
Northern Guild*

"Ever since we built the first pilot store, demand from retailers for this new package has been amazing. We have gone through a lengthy process in finding the best way to implement the package and are rolling it out as quickly as we can. We are confident that it represents the best way forward for all our retailers who are facing ever increasing competition."

*Ian Hanna, wholesaler
Retail Services Manager
John Henderson Ltd*

After seeing one of the first Neighbourhood stores in the new design package in Law, just outside Glasgow, I knew that the package was right for my new site in Edinburgh. Happily, I've been proved right. Not only are sales figures excellent, but customer reaction has convinced me that it is the right package for the future.

*Stan Sokolowski
SPAR retailer
Scottish Guild*

We were initially concerned about ease and cost of implementation because of the different types of stores in our area. However the three levels of implementation have answered those concerns and I am convinced that it is the right way forward for SPAR.

*Paul McNicholas
Retail Operations Controller
A F Blakemore & Son Ltd*