

building your brand image

how can refreshing your decor enhance the customer's shopping experience?

Decor refresh projects are vital to retailers in maintaining their brand image. With retailers competing for an ever-shrinking market share, the shopping experience may be the only differentiator upon which a retailer can attract and retain a loyal customer base. Customers have an expectation that the decor goes beyond the merchandise offered. Not surprising, customers want to shop in clean, fresh and bright environments. Facility maintenance providers are contracted to turning-around dated, dingy interiors to protect the client's brand image and enhance the overall shopping experience for the customer.

Scope of Work

1. Receive construction memorandum about details of the project from the client.
2. Schedule job with client.
3. Verify new graphics package has arrived at the store.
4. Removal of old wall and window graphics.
5. Patch and paint walls after graphics removal.
6. Install new graphics per client provided layout on all walls and windows.
7. Hang any graphic materials from the ceiling as designated on layout.
8. Complete all work in allotted time from client after hours.



Challenges

The constraints of the project include:

1. Completing work in a timely matter without disrupting the regular flow of business.
2. Complete graphic installation to coincide with promotional schedule.
3. Updating while simultaneously maintaining the brand image of the company.

Solutions

1. A schedule for work was created with the client. Work was done during after hours as to not disrupt normal flow of traffic.
2. Communication was paramount to ensure that graphics were displayed according to promotion schedule.
3. Updates were provided regularly to ensure standards met.

Outcome

Decor refresh projects are important in that it demonstrates to the consumer a willingness to meet their expectations. Updating decor not only builds customer loyalty and repeat business, but also attract new customers. To build market share, making the investment in refreshing is necessary. The decor will continue to draw in customers beyond the product mix. These projects show customers that the retailers are willing to work for the customer's business.