

P R E S S - I N F O R M A T I O N

Series of articles by *retail branding* for Russia

10 Success Factors for Shop Design

Under the title "10 Success Factors for Shop Design Planning", the retail marketing specialist *retail branding* has concieved a series of articles especially intended to the needs of Russian retailers. The first episode of the series dealt with the theme "Store Branding", the second one now being published with "Shop Design as DNA of the store".

The series of articles will be sent to selected addresses of the Russian retailers at intervals of several weeks in the form of direct mail. In detail, the series will include the following contributions:

- 1) Store branding as the basis for successful shop design planning
- 2) The shop design as DNA of the store
- 3) Game rules for a customizable shop layout
- 4) How the cash registers ring when customers can navigate cleverly
- 5) How to tell your customers the best stories
- 6) Rules for a successful visual merchandising
- 7) Customer seduction in the kingdom of the senses
- 8) How to avoid stress at the POS
- 9) How to find the best partners for the project realization
- 10) Multi-channel concepts and digital transformation

After completion of the series, readers will receive a summary in the form of a small „Bible“. By the way, you can always get in touch with us by mail at www.retailbranding.at.

The retail consulting company *retail branding* located in Amstetten / Lower Austria is regarded as trend-setting in the practice-oriented conception of Stores & Shops. In addition to its successful activities in Austria and neighboring countries, *retail branding* has made a very good name, especially in Russia. This is demonstrated by numerous reference projects in various sectors, such as Eurospar, Spar Middle Volga, Neste oil, Perekrestok, Ralf Ringer or Modis.

The focus of *retail branding*'s activities in Russia is shop design planning, including professional support in the implementation of projects. Many customers also like to rely on the extensive expertise of retail branding in holistic store branding, whereby findings from modern brain research (neuromarketing) are used.

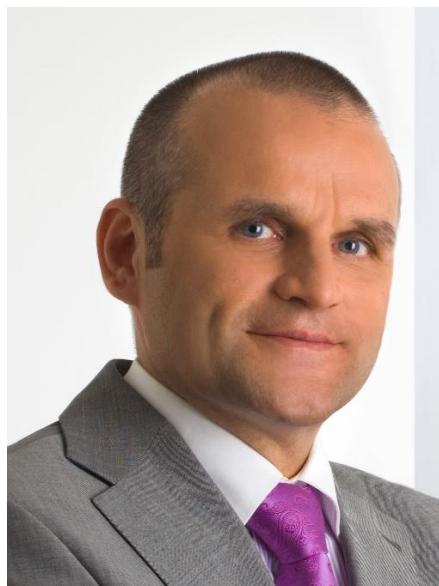
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10 SUCCESS FACTORS FOR SHOP DESIGN

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