

Great optometry outlet layout and design will drive sales

According to retail industry design tips, putting thought and energy into a shopfront design is the reason foot traffic walks into - or right past - your shop. Gone are the days when retail placed products as the main priority for sale. Customers are now empowered and are contributing and shaping the retail environment through their own preferences; be they design, product or environment. Currently, customers are not just looking for a product but great retail experience - an experience that incorporates all five senses.



Brandon Williams, MD of Creative Shop Retail Shopfitting Specialists, states that a retail space is the face of a brand. Great optometry outlet layout and design will increase foot traffic into a store and increase sales.

“In our years of experience, we have seen retail customers evolve and demand a better retail experience for their money, and this prompted us to provide our clients with a comprehensive retail design service. A recent Shopability report found 75% to 89% of boutique shoppers and up to 95% of mall shoppers leave stores without making a purchase. This shows that retailers are missing out on a huge opportunity. Today, with global competition from online stores, price comparison sites, and convenient door-to-door delivery services, brick-and-mortar retailers cannot afford to lose a single sale. Optometrists need to understand that competing on price alone is not enough, they need to offer what the internet cannot: tactile customer experiences. The space, look and feel, intimacy and mood - and even scent of the outlet - plays a crucial role in capturing customers and, hopefully, turning that into a sale,” continued Williams.

The essence of a client's brand

“Interior is the first thing that customers see and the last impression they have of a brand. It has to be changed every three to five years in order to keep relevant and keep attracting customers. Shelves have to be kept filled with stock and the fitting should be of great quality,” added Williams.

A smart optometry outlet space plan that leads customers around the store, past merchandising cleverly laid out to attract attention and increase impulse purchases, will increase basket size and sales revenue.

Something as simple as a correctly designed impulse aisle, for example, can boost retail turnover by 7%.

For more information, visit [Creative Shopfitters](https://www.creativeshopfitters.com).