**Retail Store Design and Location**

**September 2021 Examination**

**1) An international nachos and sauces brand wants to set up their exclusive store to attract Customers. Give an idea of the kind of layout that they should have? (10 Marks)**

**Answer 1.**

**Introduction:**

The term "business layout" refers to a format in which an organization describes various advertisement elements in an organized and logical manner. An advertisement layout's primary function is to create multiple advertisement components such as illustrations, body text, headlines, graphic materials, borders, and the advertiser's signature. Because it is a blueprint, the layout of a company should not be confused with visualization. Process layouts, product layouts,

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**2) Elaborate on the importance of store signages in retail citing an example of how you would create a differentiating factor that would make your store stand out of the other stores in that area? (10 Marks)**

**Answer 2.**

**Introduction:**

Corporate signage is a visual representation that directs and informs potential customers and the organization's current clientele. An organization may choose to share information about its store, services, sales, office, and other aspects of its operations. The company's public face is provided by excellent retail signage. A retail store's sign can take on various shapes and sizes depending on the store's purpose and location on the retail landscape. Even if a billboard or a large banner is

**3) Case Study**

**Amazon now operates seven different kinds of physical stores. Here's why When you have $11.6 billion in annual profits, you can afford to experiment.**

**The first Amazon Go store, located in the company's Seattle corporate headquarters. Four years ago, Amazon raised eyebrows when it launched its first brick-and-mortar location. Now the online retail giant runs all kinds of physical stores, from booksellers to grocery pickup locations to cashierless convenience stores. It's clear the company is still experimenting, but it can be a lot for shoppers to process.**

**This past week, the company opened yet another new store format, this one called Amazon Go Grocery, a tech-infused 7,700-square-foot store in Seattle that lets shoppers pick up produce and other fresh foods without having to check out with a cashier.**

**If you've been keeping score back home, that means Amazon is now operating seven separate store brands, and it's planning to open one more later this year. Four of these concepts are for groceries. But the only store with big numbers is one that Amazon bought:**

**Whole Foods, with 500 locations. The rest have about two dozen or fewer.**

**Now that Amazon is one step closer to a baker's dozen of store formats, it's worth taking a second to ask if there's some brilliant strategy hiding under this grab bag of store ideas. If there is, few people have been able to figure it out.**

**"You're throwing a lot of stuff against the wall and it's not sticking. That's what all this is telling me," Sucharita Kodali, an e-commerce analyst for Forrester, said about all these store concepts.**

**She added that Amazon is a "master of media," able to garner lots of news stories for every new store opening, but it has yet to prove any of these new concepts is successful or can help grow its business.**

**Amazon declined to comment for this story.**

**What's in store for Amazon?**

**What is clear is that all this work points to Amazon's increased interest in brick-and-mortar retail, a market with huge potential for the company. Even though Amazon is the biggest e-commerce merchant in the US, online sales account for just 11% of all retail, so expanding into physical stores is a way for it to maintain its healthy growth. But after years of rumors that Amazon was on the cusp of storming the physical retail world with hundreds or thousands of new stores, the company is instead taking a much slower approach, building out a handful of concepts and not seeming to settle on any particular idea just yet.**

**There's greater risk here, too, since Amazon is expanding into physical retail during the so called retail apocalypse, with US stores closing by the thousands. It ends up more people are shopping online these days, and a big reason for that is -- Amazon.**

**New Amazon Go store opens in NYC now offers cash sales**

**In addition to Amazon Go Grocery (1 store), the company operates Amazon Go cashierless convenience stores (25 stores, 1 coming soon), Amazon Pop Up themed kiosks (5 spots, 1 coming soon), Amazon Books bookstores (21 stores, 2 coming soon), Amazon 4-star general merchandise stores (11 stores, 10 coming soon), Amazon Fresh Pickup grocery pickup locations (2 stores), Whole Foods (500 stores) and an Amazon-branded grocery store planned for Los Angeles. It also shuttered its 87 Amazon mall kiosks last year.**

**Andrew Lipsman, a retail analyst for eMarketer, said the strategy here is a typical one for Amazon. He said Amazon is experimenting with a lot of different ideas to see what works. It's done this with its line of Echo smart speakers and its delivery methods. When you pulled in $11.6 billions in profits last year, why not do it with stores too?**

**Now that it's built out a handful of store ideas, Amazon is likely to winnow those down to the ones it's found to be the most successful, Lipsman said. That suggests the brands it's been slow to expand won't survive or will stay tiny. Those include Amazon Books, with 21 stores opened over four years, and Amazon Fresh Pickup, with two locations.**

**You're throwing a lot of stuff against the wall and it's not sticking. That's what all this is telling me Sucharita Kodali, Forrester analyst**

**The brighter stars in the lineup could be Amazon Go, with 25 stores opened in just two years, and Amazon 4-star, with 11 stores opened in a year and a half.**

**Kodali noted that Amazon's annual sales reached $280.5 billion this past year, while its small-format Amazon Go and Amazon Books stores likely only generate several million dollars a year each. She argued that it would be better for the company to aim for bigger**

**whales, since even 10 or 20 times more Go stores won't move the needle for such a huge company.**

**While Lipsman agreed with that dollars-and-cents assessment, he sees the stores more as testbeds for new ideas and places where Amazon can collect precious consumer shopping data it can use for its main online stores and growing advertising business.**

**MORE ON AMAZON STORES**

**• Amazon Go Grocery brings fresh produce to the cashierless shopping experience**

**• Amazon will launch new grocery store as alternative to Whole Foods**

**• Amazon shuttering its pop-up kiosks across the US**

**Plus, he said, having these stores offers another facet of Amazon's ecosystem, helping build customer loyalty and encouraging them to shop more with the e-retailer. It's the same reason why the company sells its devices at low prices -- if you own a Fire TV stick or Echo speaker, you're more likely to shop on Amazon and become an Amazon Prime member.**

**The fact that Amazon developed four different grocery ideas points to its huge interest in that area, Lipsman said, since it will help the company expand in online grocery delivery and click-and-collect groceries.**

**But, hey, even if these stores all turn out to be a bust, it won't harm the company, he said.**

**"Amazon can afford to experiment and spin up a few stores that don't pan out."**

**Questions:-**

**a. Why is Amazon going from an online company to start its own chain of offline stores? What is the format that they are looking at? (5 Marks)**

**Answer 3a.**

**Introduction:**

Amazon is a multinational corporation based in the United States specializing in artificial intelligence, e-commerce, cloud computing, and digital streaming. It is one of the most successful e-commerce businesses in the world. Before this, the company only had an online store; however, the company is now experimenting with physical retail stores. It has already

**b. Which is the type of stores that Amazon wants to come out with? (5 Marks)**

**Answer 3b.**

**Introduction:**

**Retail stores:**Consumer goods retailers (also known as "retailers") are physical businesses sold to end-users. Retail stores can be owned directly by retailers or by manufacturers and are now operated by retailers (also known as "manufacturer-retailer" stores). A company's distribution channels would not be c