**Store Objectives, Areas, and Atmospherics (Individual)**

1. **Select a Specialty Store or Category Specialist. List that store. Then, using the 5 store design objectives discuss how the retailer has developed an effective design with their specific target market in mind. Explain each objective in detail.**

* The specialty store that I have chosen is Victoria’s secret. The store design objective's main purpose is to bring the customer in, keep them in, and make them spend more. Store design objectives are comprised of 5 parts which are explained as follows:
  1. **Implement the retail strategy:** The retail strategy consists of the 6 Ps of the retail mix which is price, place, product, promotion, personnel, and presentation.
     1. **Pricing:** Victoria’s Secret is a luxury high-end brand and its prices mirror the same. Because innerwear is an uncompromised product line, consumers buy it even if it is segmented in a higher price range. It's premium pricing strategy attracts those who come from society. The target market of the store mostly comprises of “Old and Newcomers” who are price aware and coupon clippers but are open to impulse buys. Their median income can range up to $44,900 which makes the store somewhat affordable to them. The Pink series is devoted primarily to teens, college students, and younger people. Therefore the costs are significantly lower than other brand items. Victoria’s secret caters to both the middle class and high-class women. Their pricing strategy for their target market makes sense because they have items ranging from $10 to $500. They have regular exclusive sales and member benefits which make their pricing strategy all the more profitable to the brand.
     2. **Place:** Although the brand does not have a very large store presence worldwide, it has a very strong online presence and shipping to nearly every country. The online presence attracts a huge portion of their target markets such as teens and college students. Victoria’s secret places their shops very strategically, positioning them on a big high street, or in major shopping malls. It goes well in their retail strategy since their target market such as college graduates who are starting their careers mostly shop either in shopping malls or online.
     3. **Product:**Victoria’s secret’s product line includes in-house wear, athletic wear, swimwear, women’s wear, accessories, and beauty items. PINK (a subset of Victoria’s Secret) is their range that targets the younger crowd who are drawn to bright colors. Being a specialty store the brand creates a deep assortment of lingerie and sleepwear which attracts women of all shapes and sizes. They continue their goal of introducing new products regularly, each launched at different times.
     4. **Promotion:** Victoria’s secret is involved in numerous fashion shows and has its fashion magazines which are a great source of marketing for them. They announce their annual sales via social media, limited-time deals, new releases, and new items. They even seek to include the customer by asking them to tag them in pictures of the purchases for more additional promotion. Victoria’s Secret fashion show is a way to branch out their products in a different manner. The celebrity appearances, meetups, and interviews make the brand much more recognized. They even have fitness videos on YouTube to attract young girls wanting to look like supermodels. They keep the email subscribers interested by sending them exclusive coupon codes that are not advertised anywhere else, this makes the customer feel valued. Hence they have a very strong promotion game through various channels such as social media fashion shows magazines and celebrity endorsements.
     5. **Personnel:**The people working at Victoria’s secret are known for their customer service skills and their expertise in the field of innerwear.They often assist customers with questions about products, apparel, and sizing. They also operate on cash registers and credit card machines. Their personnel is always on headsets to ensure that each customer is satisfied. They communicate well in advance if a customer has a question about the product which is located on the other end of the store. They help you find what you need and ensure that you are happy with the purchase. Therefore their personnel works above and beyond for the customer which makes them a popular brand.
     6. **Presentation:** The outside of the store has a very big and bright pink entrances. They stand out well in contrast with other shop fronts. The inside of the store has minimal lighting and is always scented. There are some areas of the store which are not presented well because they are always messed by the customer. But other than that you will see staff working to fix the display and answer any questions you may have. They have their bras and panties placed very systematically according to size and color so that it's easy for the customers to look through them. Their store has bright colors inside such as pink and red which attracts women of all ages.
  2. **Build loyalty:** Victoria’s Secret builds its loyalty when customers seek utilitarian benefits. When a customer usually comes in the store, they are looking for a specific product. Sometimes there is a sale going on and the customer would just like to look for the specific item in their size and color and leave the store. But even in utilitarian benefits, Victoria’s secret creates its loyalty base with its target market. In my personal experience whenever I have visited the store, I have looked for the product, tried it on, paid for it, and left the store. Customers might even do pick up from the store and not shop inside the store. There are no hedonic benefits in Victoria’s Secret store because they are no fun activities to take part in. There are no live demonstrations or raffles at the store which provides a fun shopping experience. I believe that the store offers utilitarian benefits which makes the customer satisfied and they since repeatedly come to the store. The displays are neat and there is a staff who is helping you find your product which expedited the process of leaving the store.
  3. **Increase sales on visits:** Victoria’s secret has been very successful in increasing their sales when a customer visits their store. Inside the store, promotional signs are indicating for unplanned purchases. In the store, there is always some sort of promotional sale going on which enables the customer to buy more than what she had originally planned. She may have come in to buy a single pair of leggings, but seeing the promotional signage “buy 2 leggings and get 1 t-shirt free” she feels that she should take on the offer because she’s getting a good deal. Another way Victoria’s secret increases its sales are by giving coupon cards at the door. At the entrance of the store, there would be a staff member who would provide you with a coupon to spend. This enables the customer to buy more so that they can redeem the coupon and make a better purchase. Victoria’s secret also keeps huge signage with their sale right at the entrance so that the customers walking in can see what items can they get a good deal on.
  4. **Control costs to increase profits:**Victoria’s secret store design is well-planned. The store is not too small or big. They have staff working in each department which makes shoplifting very hard. Victoria’s secret might not have inventory shrinkage. For some reasons such as there is no employee theft because employee gets almost 50% off on most merchandise. Vendor fraud might exist on a very small scale because most people shop online and thus reducing the error if vendor fraud. The store controls the costs of various types by having one staff working in each department. I believe that their personnel ensures that the store is fully stocked with all their items so that no customer complains and they increase their sales and profits. The store is also flexible at displaying their items. They give more space to bestseller items and less space to the new arrivals since that’s exclusive. This creates space and lets the store accommodate the merchandise the way they want. They also reduce their costs by creating a huge online presence that caters to the target market which is comprised of the middle class and high-class women, college students, and teenage girls.
  5. **Legal considerations:** All of Victoria’s Secret stores comply with ADA amendments. There can be full participation and independent shopping with someone who has a disability. They will have equal opportunity in the store as all other people. Victoria’s secret store adheres to ADA by keeping all merchandise on a lower level so that everyone can view them. Some items are hanging on display but at the same time, those same items would be placed in a lower level drawer so the customer can avail it. The dressing rooms are adequately equipped to accommodate anyone who has a disability. The dressing rooms have chairs and handrails.

1. **Looking at the feature areas discussed in the text, which do you think are the 4 most successfully used areas by the retailer you selected for question 1? Explain your justification for each feature area.**

* The four most successfully used feature areas by Victoria’s secret are mannequins, cash wraps, promotional areas, and dressing rooms. They also use walls for their displays.
  1. **Mannequins:** Victoria’s secret uses mannequins in all of their stores to showcase some of their best items. This creates a great visual display for customers when they walking through the store. The mannequins have bright colors of bras and panties displayed on them to attract customers to enter the store. The mannequins in the store only have half of a body which is then mounted on a high surface or table. This is to display the product better and thus creating higher visibility for people standing outside the store. The mannequins at Victoria’s secret store never have any heads on them. This may be because they want the customer to focus on the product and not the mannequin itself. The mannequins portray a brand image that they are fun and cheery with their bright and best pieces displayed.
  2. **Cash wraps:** These are the places in the store where the customer waits in line to make a purchase. Victoria’s Secret uses this space to display impulse purchase items such as gift bags, small packaged perfumes, lotions, body mist, and even makeup bags. This entices the customers to maybe pick up a few more items that they might not have otherwise decided to. At Victoria’s secret store there is always a long wait line, in my personal experience. Therefore when the customers are in line they see all these beautifully placed lotions and perfumes they have the impulse to buy them. This feature area is used in every store and most of the time customers end up buying some items.
  3. **Promotional areas:** This is an area where merchandise is being promoted. Victoria’s secret has these areas located at the back of the store. They have back to back promotions and seasonal promotions displayed. The signage by these areas is huge so that the customer who walks in the store can see it from a distance. I have also noticed that right beside this promotional area there is a clearance section located as well. I believe that this is done so that the customer looking at the promotional area will also look at the clearance section which may entice her to buy more items because they are on clearance. This way Victoria’s secret increases their sales.
  4. **Dressing rooms**: This is a critical space where customers decide to buy the product. Therefore Victoria’s secret dressing rooms are large, spacious, and clean. They even have a sitting area at the end of the dressing room aisle so that their friends or significant others can sit down. This may entice other customers to buy an item if they like it on someone else. Each dressing room has an assistance button, where you can call one of the staff members and ask them for assistance. They can bring you different sizes or colors if you need to. They can also measure you to find your correct size. This way you get the assistance without having to leave the dressing room. Overall this creates a good experience and puts the customer in a stress-free and happy mood which then turns into a purchase at the end.
  5. **Walls:** Victoria’s secret use their walls in a very efficient and creative manner. The display some of their merchandise on the walls with attractive signs around it. This creates a very wholesome display. Customers can view products from a distance which is better for the store. This puts the customer at ease because they are not surrounded by racks. They have better visibility and bright colors and signs keep them in a happy mood.

1. **Select your favorite retailer in DFW. Explain how the retailer effectively uses each of the five atmospheric elements.**

* My favorite retailer is Forever 21
  1. **Lighting**: forever 21 is a very well-lit store. The lighting creates a bright and refreshing mood. They have all the bright color merchandise displayed with white light shining on them. Their store’s image is just clear and fresh with all the lighting. Forever 21 highlights their new arrivals merchandise so that the shopper's eye is stuck there. The lighting in the store influences a customer’s shopping behavior. Because certain merchandise products are highlighted the customer can see the product clearly and thus influenced to buy the merchandise. The store itself has adequate light but in the dressing room area, there is less light. I believe that this is because the store doesn’t want you to take time in the dressing room to decide between buying the product or leaving it. They want you to look more around the store and pick up more merchandise. The lighting in the dressing area is so low that sometimes the customers prefer not to go and try the items on. They will purchase all items that they choose and will come back for a return if they don’t like it. This brings them to the tore again and again thus creating more sales for Forever 21.
  2. **Colors:** the color aesthetic of the store is based off on white. Within the store, some departments are color-coordinated such as fall colors and spring colors. The store itself may have marble floor and white walls with warm yellow lighting. This creates a gentle, calm, peaceful as well as abstract mood. Whenever you enter the store you don’t feel like rushing through the merchandise. You can calmly cruise through the apparel and make decisions. The store makes to want to stay longer because the color is not eliciting any fast response. The white background of the walls makes the merchandise pop because white is not a distracting color, therefore it is pleasing to the eye to see the merchandise.
  3. **Music:** Since the store attracts more college students teenage girls and just young adult the store please music that is trendy and is popular. They change the music from time to time so on a busier time they would play songs that are popular and then change the music to soft music. Because you are listening to popular music you tend to lose track of time and stay in the store longer. The slow music is played when the store is not busy which is like in the afternoon time. That would make the customers either stay in the store or get out of the store. Sometimes you can see people bopping to the music that’s been playing which shows that they are enjoying their shopping experience.
  4. **Scent:** For the most part forever 21 is a sentence store. I do not know how they have that scent, but I guess that they have bath bombs and perfumes at the cash register. That area is always very cold and airy so therefore the air might circulate from that. The scent is always something fruity or just an autumn scent from the jewelry section.
  5. **Taste:** There is no taste element in Forever 21 store because it is just an apparel and accessories retailer. They only sell Men's, women’s, and kids' apparel and accessories. They don’t have a taste element.