



NIRMA
UNIVERSITY

SERVICE MARKETING ASSIGNMENT

Aadesh Koul

Anmol Panjwani

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Jhalak Jain



D**Mart**

SERVICE BLUEPRINT



STORE EXTERIOR ○



PARKING LOT ○



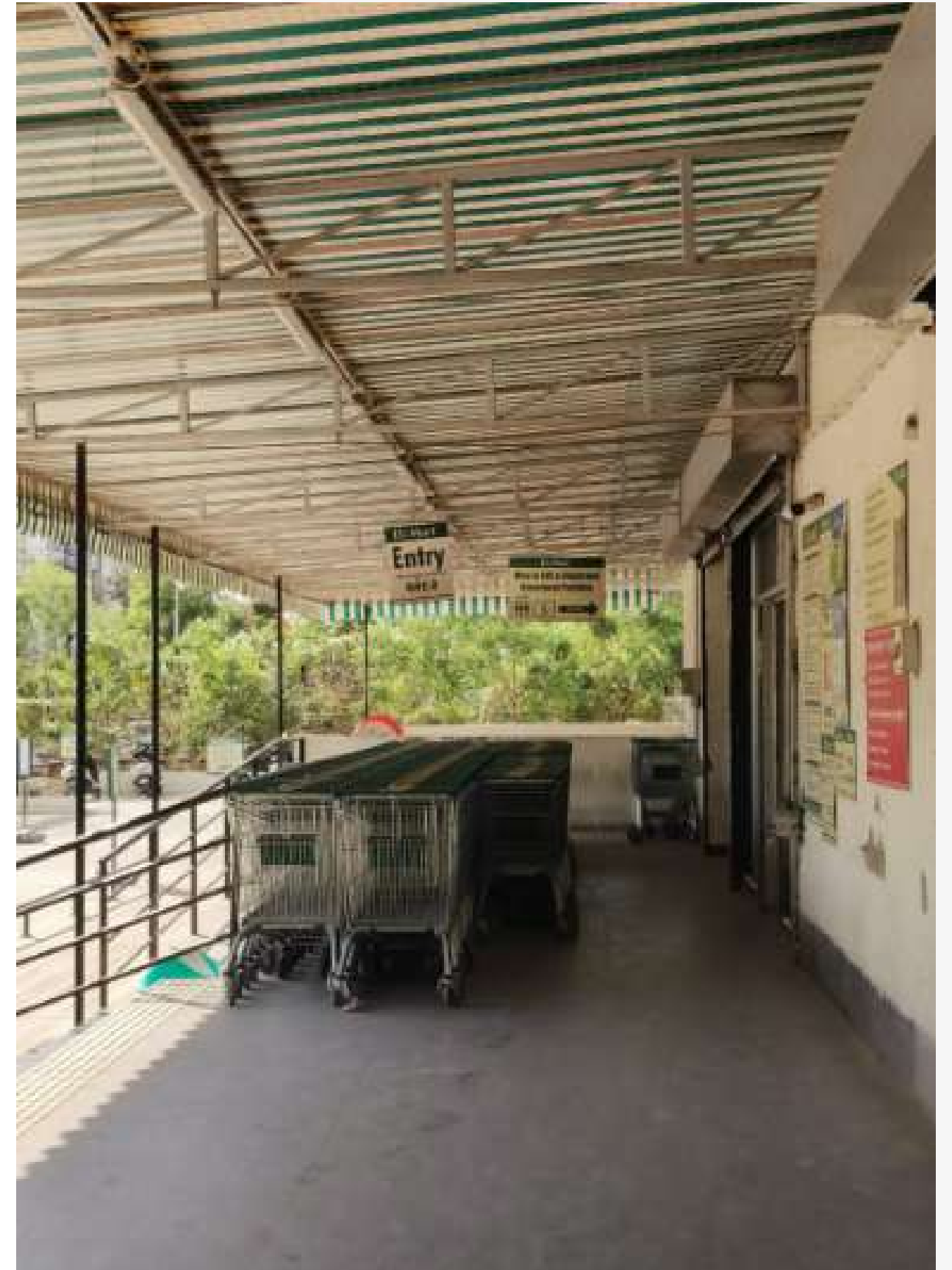
BAG COUNTER



SECURITY CHECK POINT



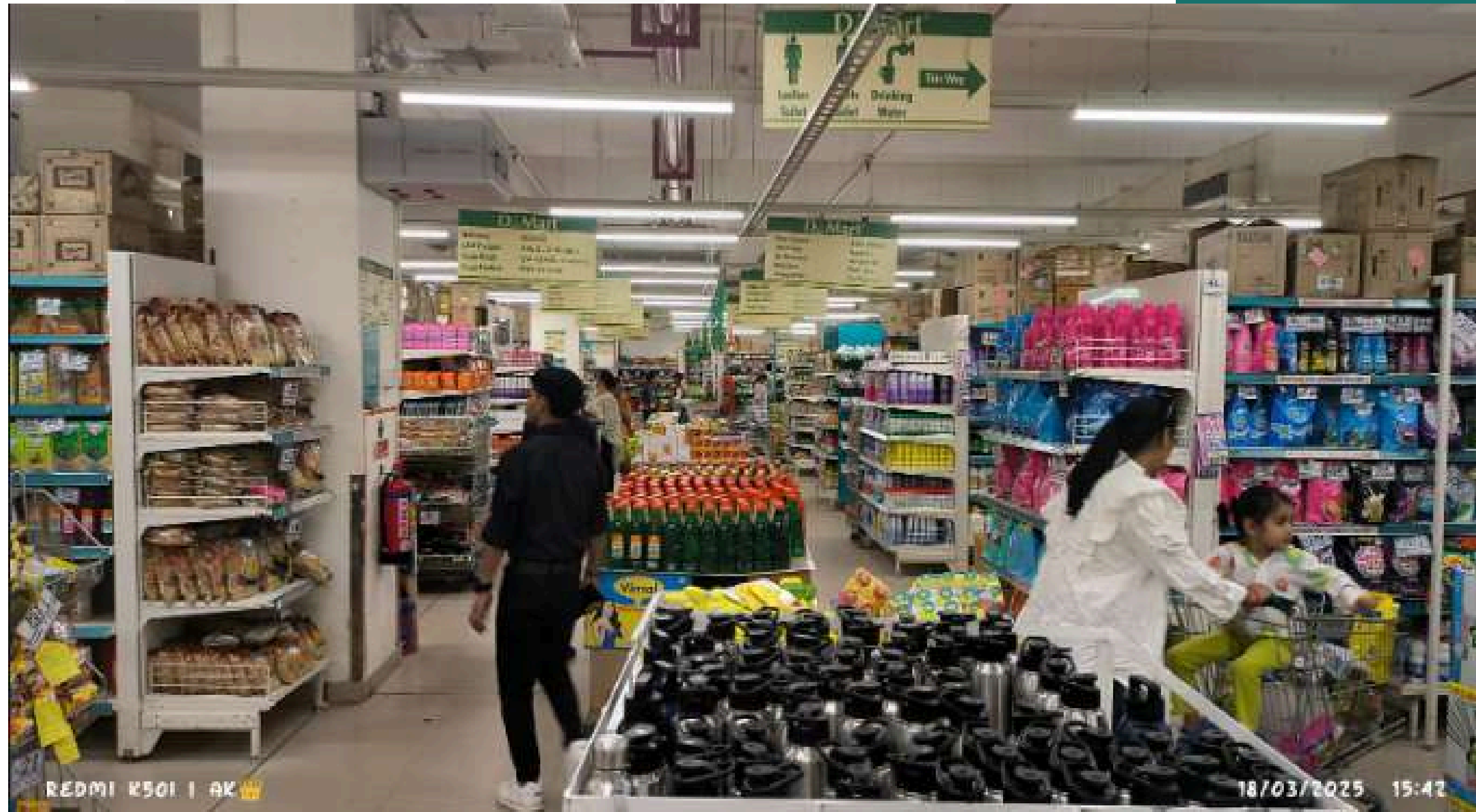
CART STATION AND CARTS



STORE LAYOUT



STORE LAYOUT



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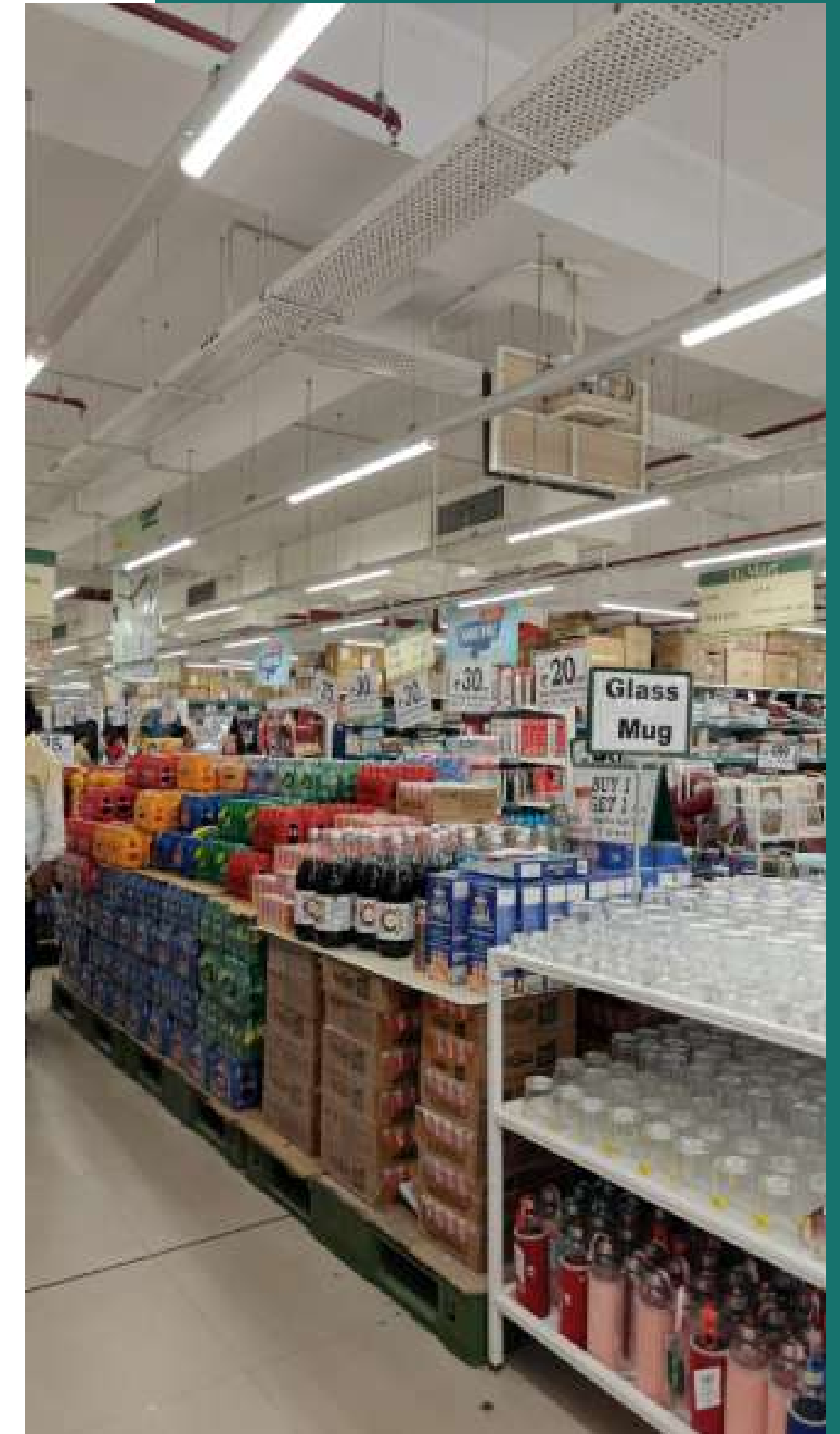
SHELVES



PROMOTIONAL MATERIALS



PRODUCT LABELS AND DISPLAY



PRICING TAGS



BILLING COUNTERS



POS SYSTEM



EXIT AREA AND SECURITY CHECKPOINT



FEEDBACK KIOSKS



THANK YOU

