

Case Study 1: Store Layout



The client issue

The ultimate goal of the client was to **identify the ideal store layout** for their customer – a large supermarket chain. The ideal layout should seek to **connect shoppers with the products** they want to buy as efficiently as possible, and **encourage incremental purchasing**.

To determine the ideal store layout, the client would need to understand:

- what the lead categories were
- what the main shopping missions were
- which categories were more likely to be purchased on which missions
- what the main category affinities were
- how traffic flowed around the store
- any shopper attitudes related to using the store.

The TNS approach

TNS proposed a **Pathtracker study** to understand store **traffic flow, hot and cold spots** within store, and shopper missions. **Exit surveys and Worldpanel data** could be used to supplement and enrich the findings from the Pathtracker study.

For each category in store the Pathtracker study enabled the **number of shoppers** passing by the fixture, those **stopping** at the fixture, and those **purchasing the category** to be calculated. The study also enabled category affinities to be identified.

With **lead categories identified** (visitors/stoppers/purchasers), together with mission types and affinities, the ideal store layout could be planned with consideration of which categories are most likely to be purchased on which mission and how flow can be improved through store. **Exit interviews uncovered “softer” issues** with the existing store layout, and **Worldpanel data** could be used to **quantify opportunities** by category and mission.

The outcome

TNS conclusions and recommendations

- On average **only 39% of the store was visited**.
- The **left hand side of the store received little traffic**
- Categories were classified as leader, high interest, niche or under-developed based on shopper conversion rates
- Propensity to buy each category by trip type was identified
- Category affinities for the lead categories were calculated.

Next steps

The insights enabled the **development of an optimal store concept**, driven by the location of the lead categories and appropriate adjacencies.

When implemented in-store, **sales increased by +7%**.

For more information please contact:

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