



Retail Science Principles:

- People want to turn right when they walk into a store.
- Customers need a "Transition Zone" when they first walk into a store. Nobody pays attention to signage placed in the first several feet of a store because they are still rushing in from the parking lot. Give them something either to wake them up or transition them slowly into the store.
- Create a path for customers to walk the entire store, sometimes referred to as "The Circle"
- Keep items in the back of the store that are repeat business like chemicals. If you force customers to walk through the entire store, they may become interested in the new, latest, greatest products that you offer.
- The more emotionally involved the customer becomes, the higher chance that they buy. Remove anything from the store that would create anxiety and make customers want to leave quickly (no low ceilings, confined spaces, etc.)
- Conveniently locate impulse purchase opportunities at check out. These items are small price, high margin items like candy or other supplementary items for spas (like small packets of spa scents)

Guidelines:

- Keep the store clean
- Make sure that signage has a purpose and does not clutter the store
- Make sure that the bathrooms are always clean and have a scented device
- Paint the walls a soothing color (avoid bright or stark white walls)
- Turn spas at an angle so that customers can walk all the way around the spa
- Make the spas inviting to sit in dry by including many stairs and spa rails in popular spa models
- Foliage and flowers can create a peaceful and "homey" feel in your showroom that may help customers picture their own backyard
- Balloons or Special Pricing Cards can be used during In-Store Promotions
- Placing Sold signs on spas around the showroom can subliminally communicate store success and urgency to new customers