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Role of the Food Industry in Advanced Supermarket Design and Refrigeration

Economics in Store Layout and Design

Food 70's

The store of the 1970's should be designed with consumer desires for departmental services paramount but with an eye toward operational efficiency

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Super Valu Stores
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● The supermarket hasn't changed much since its conception in the 30's. During the last two years or so some changes have taken place in merchandising and fixture design, however, basically most supermarkets look the same.

In the 70's we must revamp our thinking about the design and layout of supermarkets and incorporate considerable changes in order to emphasize the products being sold. Departmentalization is one way to start. This creates "shops within" a store. One should physically surround the customer with produce, meats, etc. Lighting plays a great part in enhancing the product also. Lower general illumination used with very high levels of light for accents will create tremendous effects. Also, dollars can be saved or made better use of if lighting is given more attention.

The use of more architecturally designed interiors can give a better atmosphere, and also are easily upgraded as needed, instead of costly redesigning normally required.

Materials used on floors, walls, etc. must be picked out with great care. There are countless new items being produced each day, however, many of them are inferior or of a temporary nature -- production wise. It's best to stick with companies who are large or more flexible than ones who are not.

The customer should be treated to good, comfortable interior spaces so she can

relax and therefore, hopefully, buy more items. Each store should be designed to "fit in" with the community which it is in. We should discard ideas which are tradition or have been used because "it's always been done that way". In other words, design the store for the consumer and not for the operator.

Work areas are much in need of redesign. With high wage costs, etc. we must design these areas to make use of every square foot of space. There cannot be waste space in work or storage areas. If it can't be put to good use there, put it in the sales area.

In summary, I again cannot overemphasize the importance of designing the stores of the 70's for the consumer. Every possible idea should be considered (such as in-store home economist in stores of over 20,000 s.f.). Provide as many departments as possible according to the consumers' wants. If these ideas are employed, the store will be successful. ●