



THE CONCEPT

CONCEPT

GENERAL DESCRIPTION STRATEGY

PROFESSIONAL AND SPECIALICED DEPARTMENT
EACH DEPARTMENT HAS ITS OWN CHARACTER
RESPECT FOR THE SOLD ITEMS
VARIATED BUT NOT VERY DEEP ASSORTMENT
ASSORTMENT FRAME
ASSORTMENT COORDINATED THROUGH ALL DEPARTMENTS
PRICE LEVEL FROM ECONOMIC TO MEDIUM HIGH
EXPOSITION MADE TO SEDUCE
SALE THROUGH EMOTIONAL IMPULSES
PRODUCT FIRST
PRICE SECOND

IDENTITY

MY IDENTITY

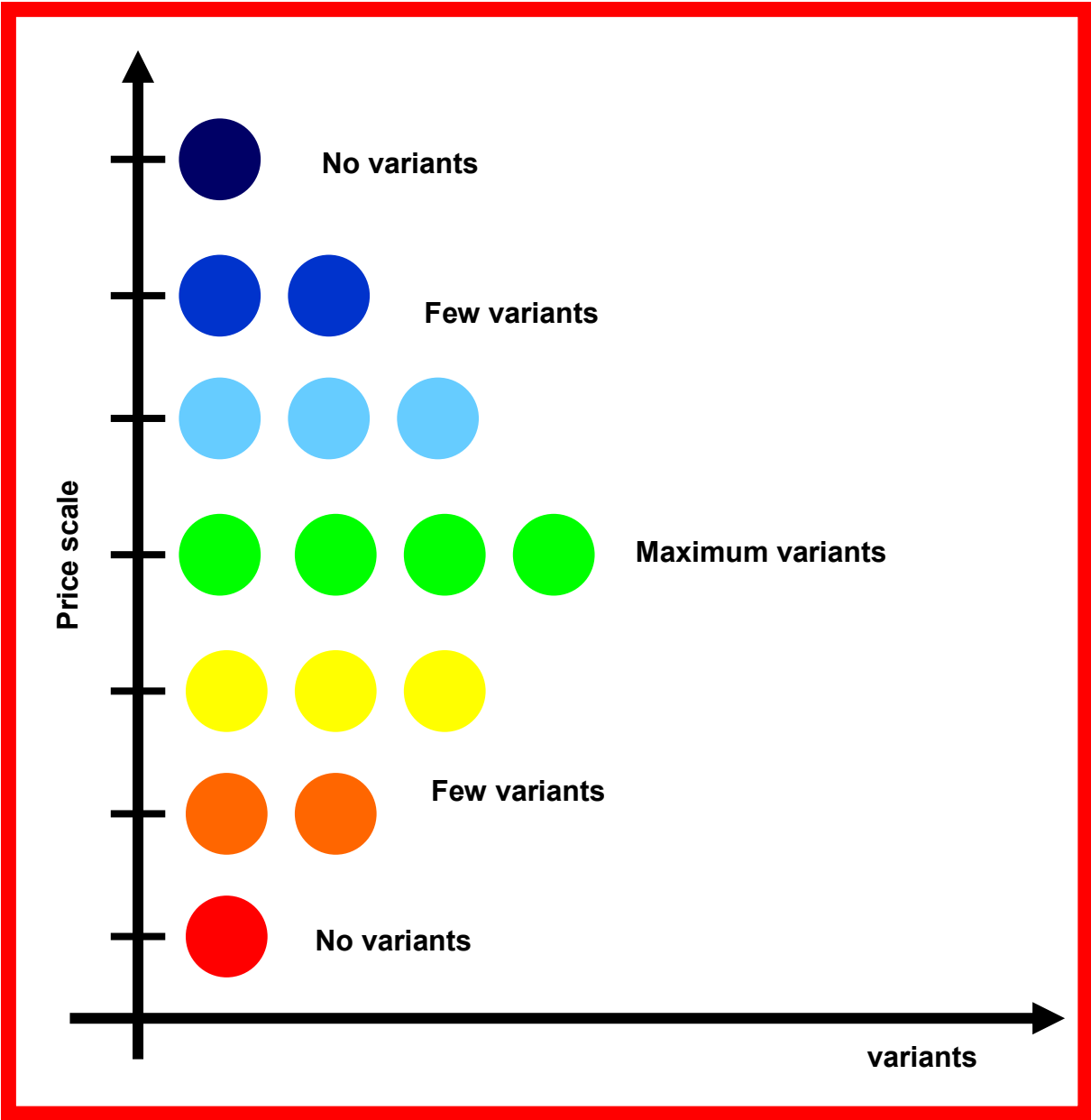
I AM YOUNG, FRESH AND ACTUAL
I AM STRONG AND EXPRESSIVE
I AM CONVINCING
I AM FOR CASTLES AND COTTAGES
I AM EASY TO REMEMBER.
I AM SIMPLE BUT ELEGANT
I AM A PART OF YOUR HOME
BEING WITH ME YOU FEEL AT HOME
MY NAME IS KAZA
MY NAME IS ME



COMMERCIAL STRATEGY

PRICE STRATEGY

- PRICES RELATED TO THE MARKET
- MARKET LEADER MAIN POINT OF REFERENCE
- PRICE LEVEL HIGHER THAN THE MARKET LEADER, BUT MAX 20%
- VARIED PRICES
- SCALE PRICE WITH REGULARNO DISTANCES
- NO VARIANTS FOR LOW PRICED PRODUCTS
- MEDIUM PRICE PRODUCTS HAVE MORE VARIANTS
- HIGH PRICE PRODUCTS HAVE FEW VARIANTS
- SALES PRICE ACCORDING TO OUR “PRICE STRATEGY”



OUR CLIENT

Fresh and sensual

Romantic and sober

Uncomplicated

Concrete and modest

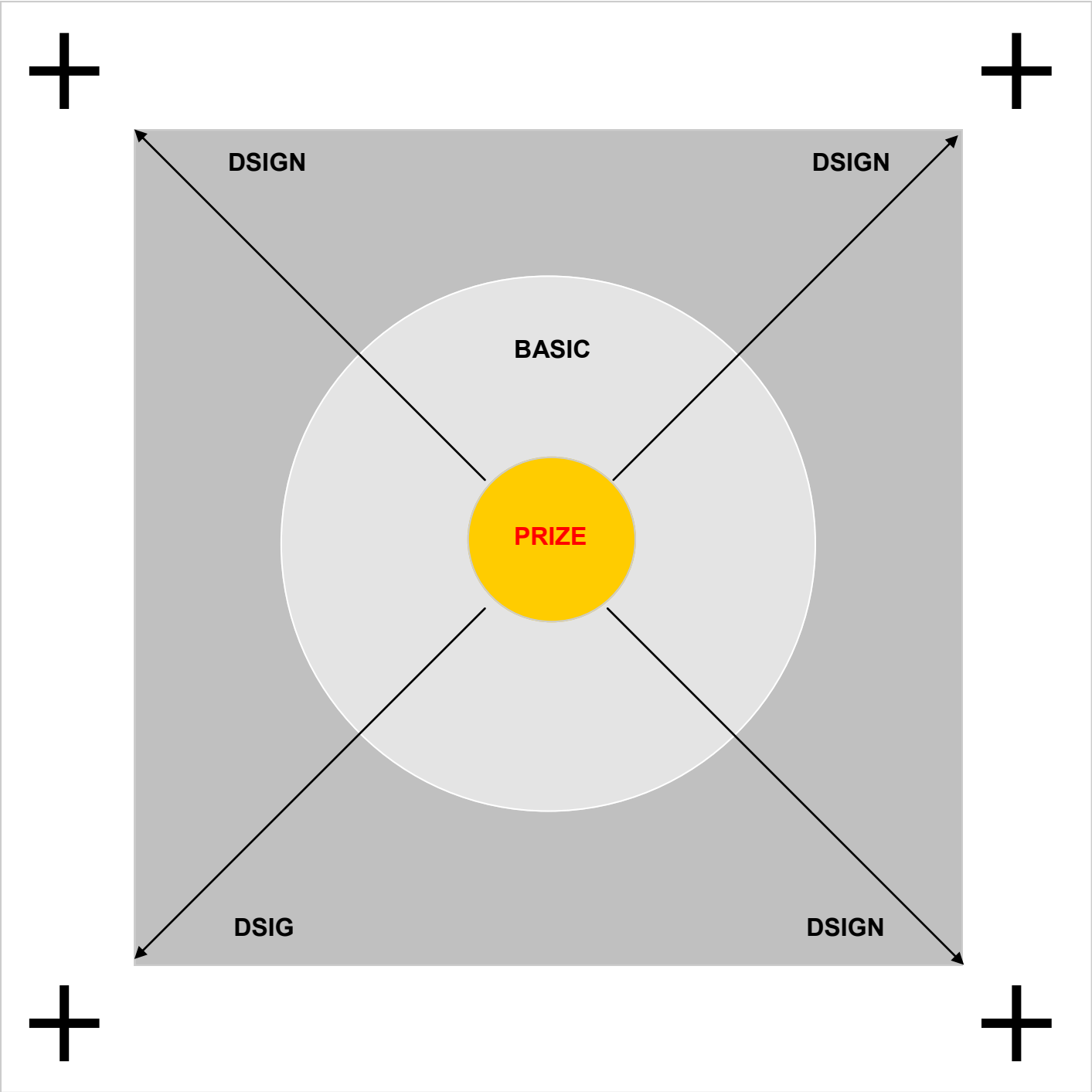
Dynamic and fun

Strict and trendy



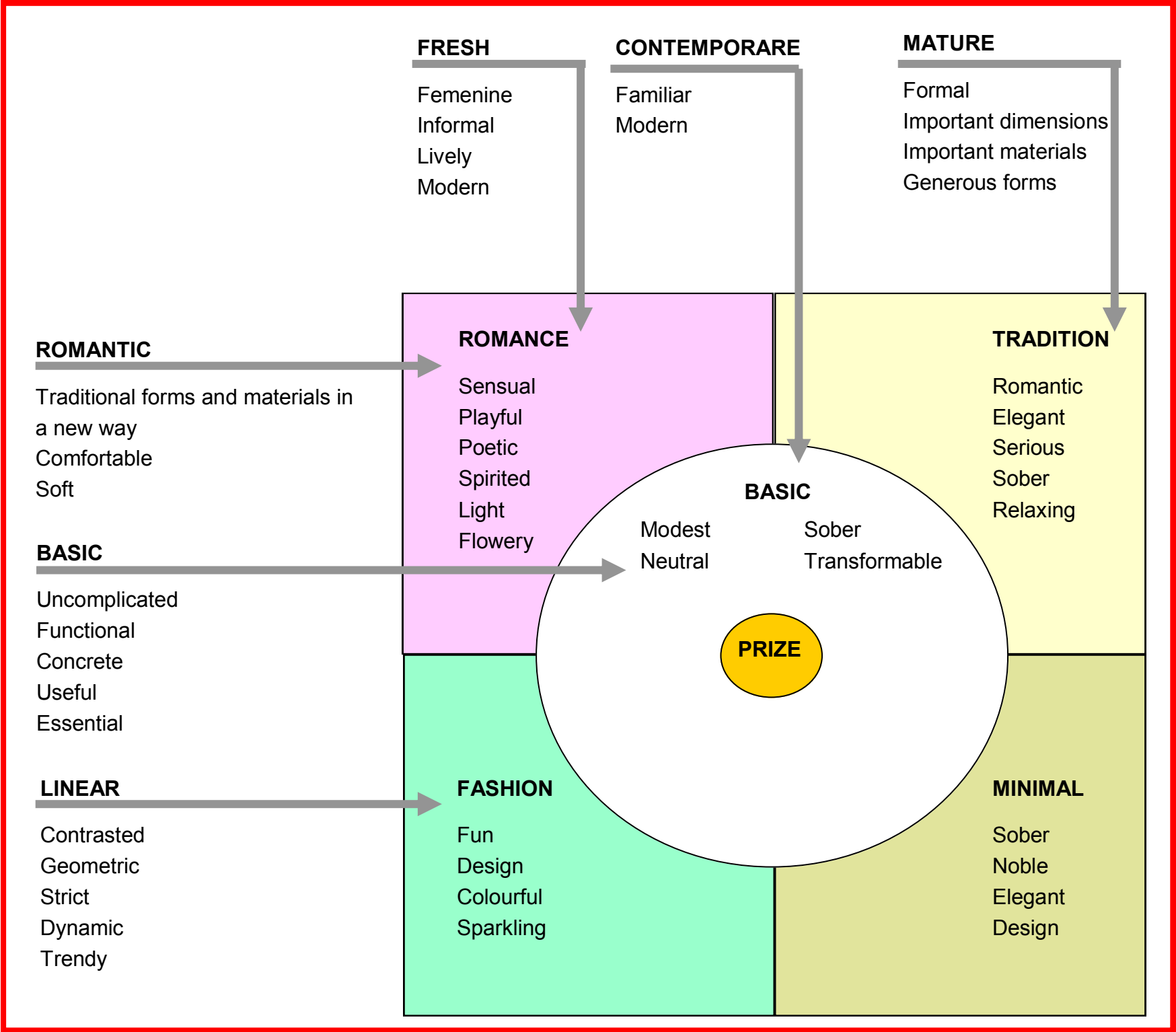
ASSORTMENT

FRAME
PRICE LEVELS



ASSORTMENT

STYLES



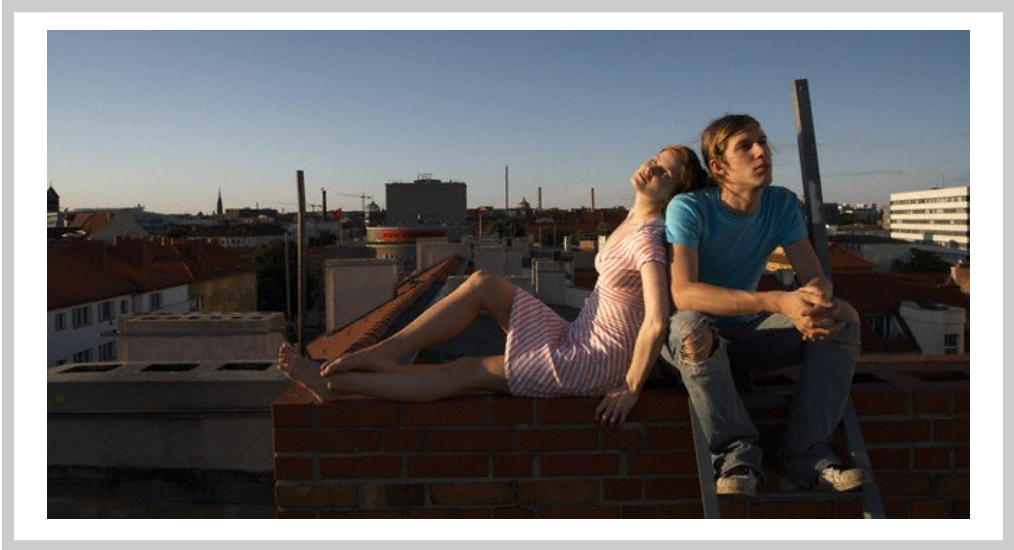
ASSORTMENT

STYLES



ASSORTMENT

STYLES
PRIZE



ASSORTMENT

STYLES
BASIC



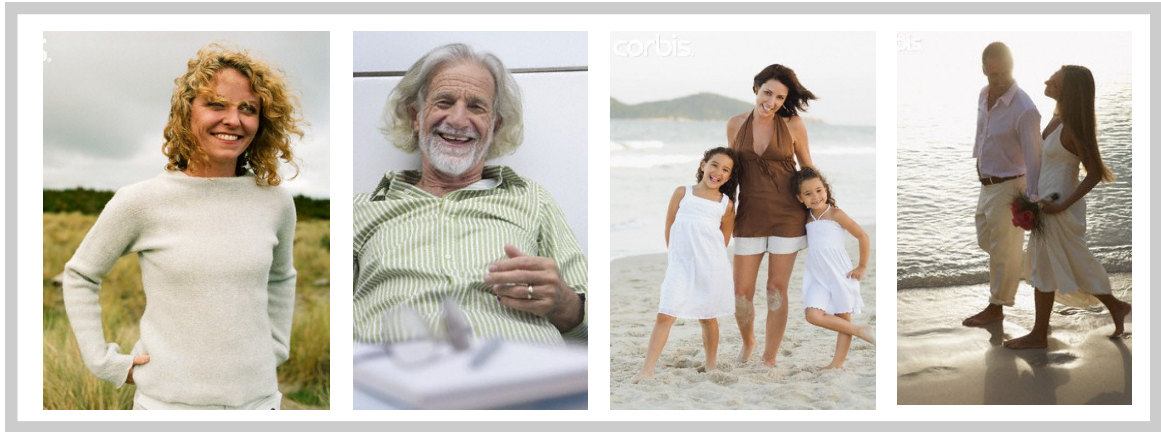
ASSORTMENT

STYLES
ZIGO



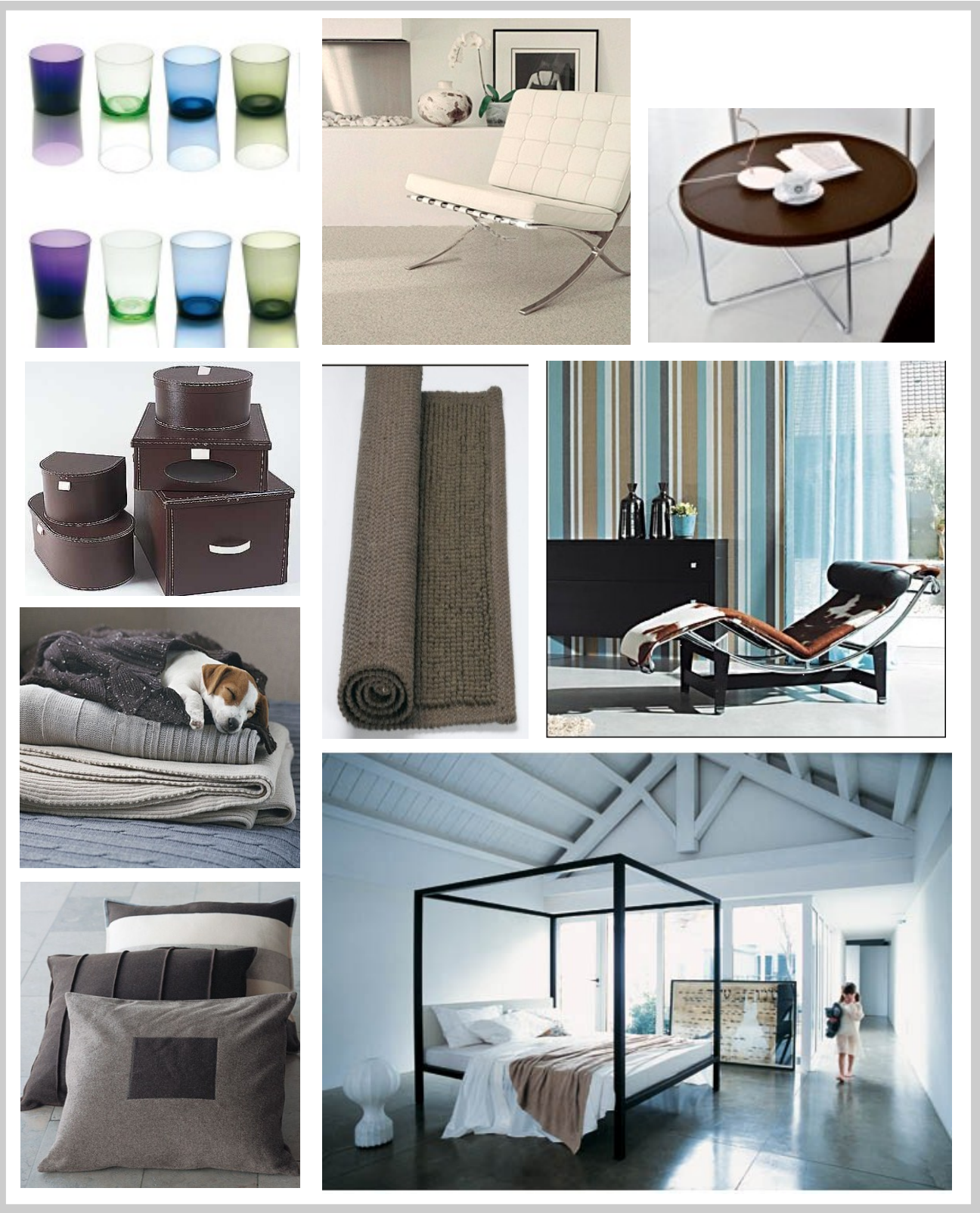
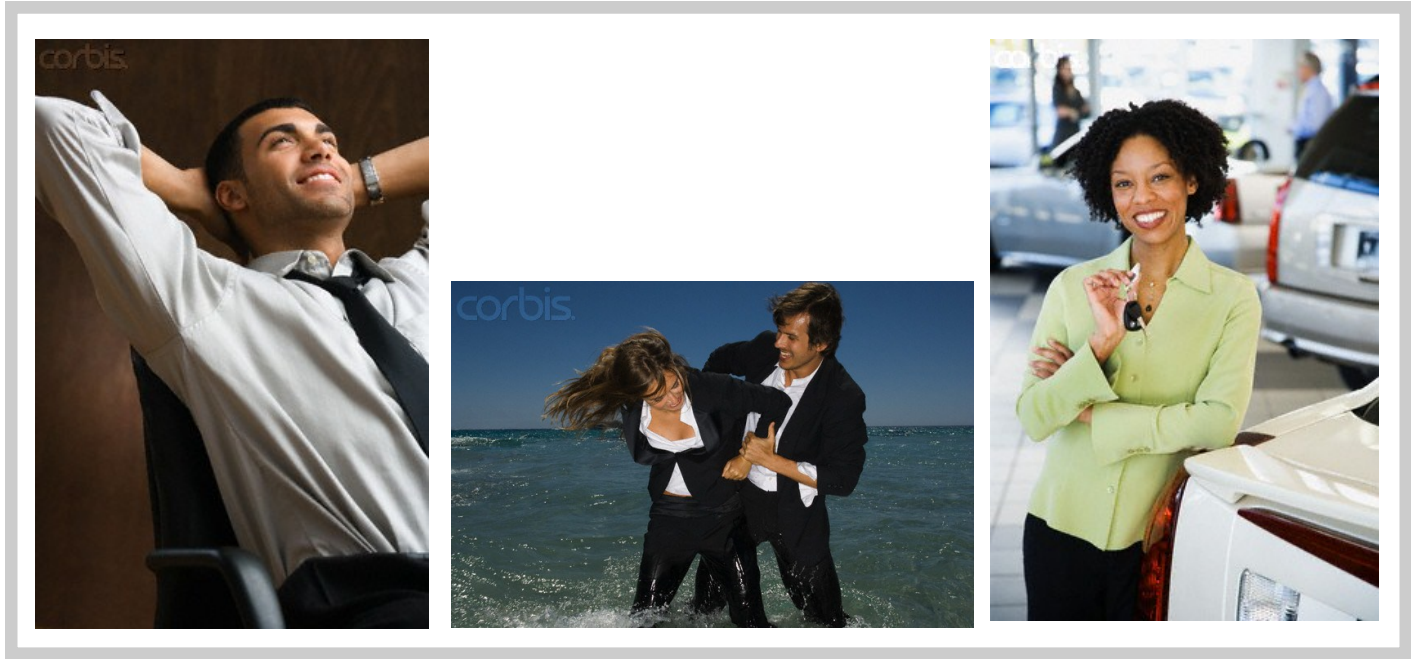
ASSORTMENT

STYLES
ZAGA



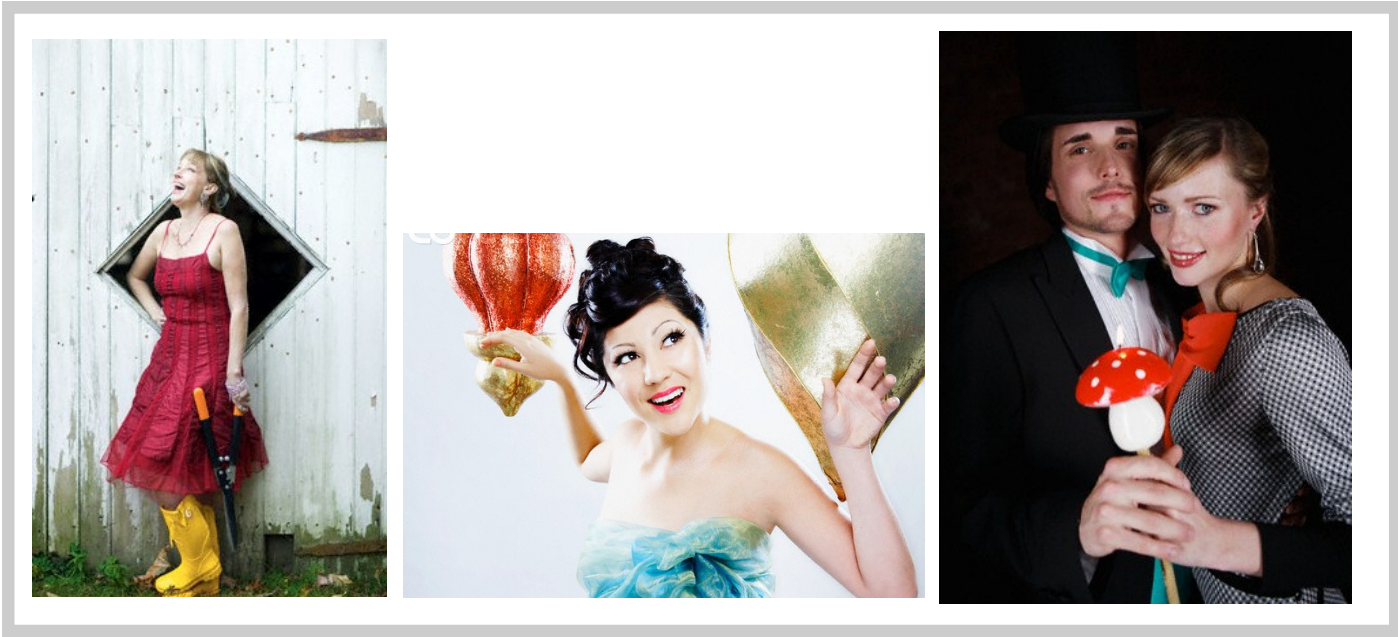
ASSORTMENT

STYLES
MAKS



ASSORTMENT

STYLES
MIKS



MERCHANDISING

PER TEMA

“Pedana”, Display window, Ambientations



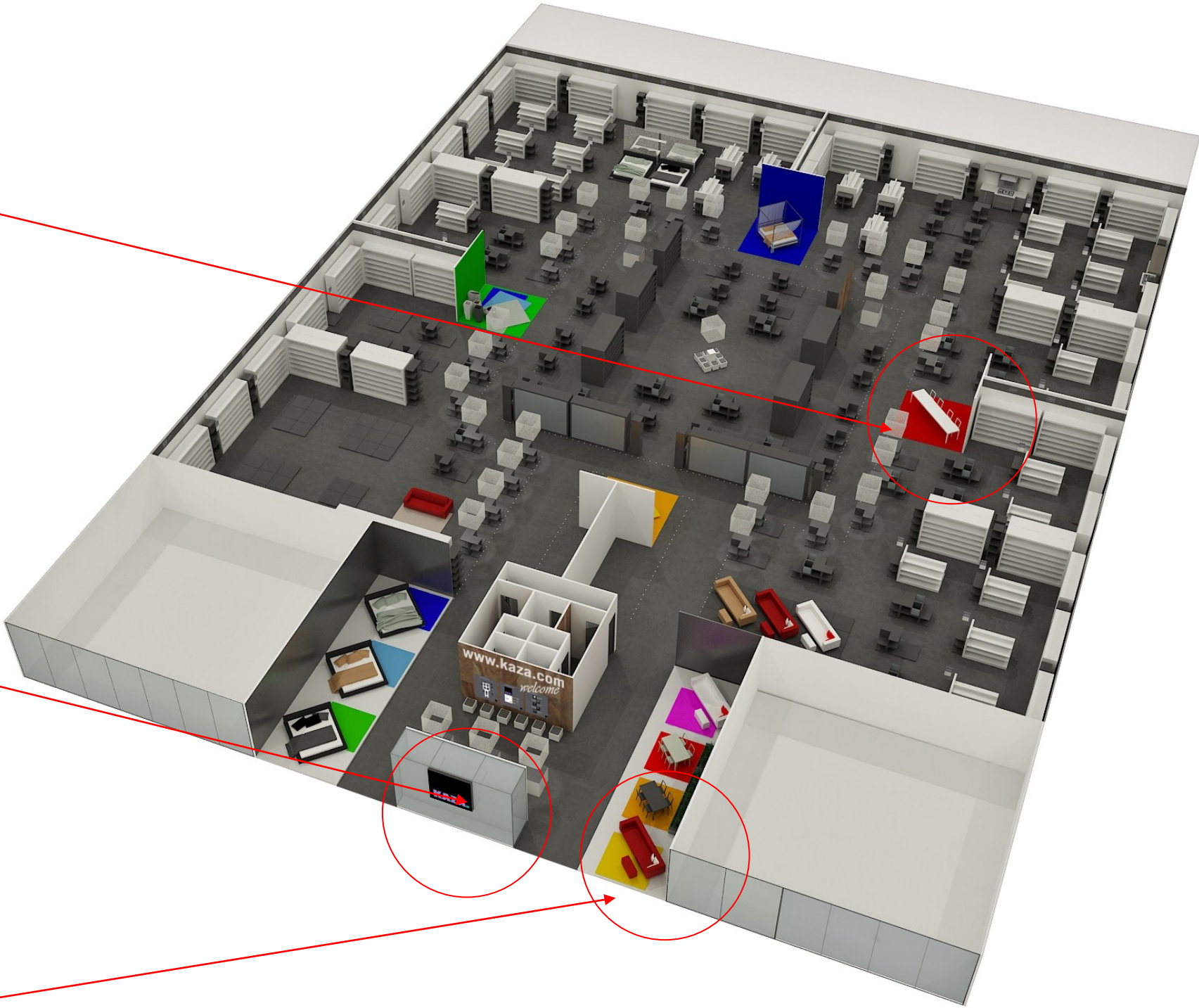
Example ambiantation



Example “Pedana”



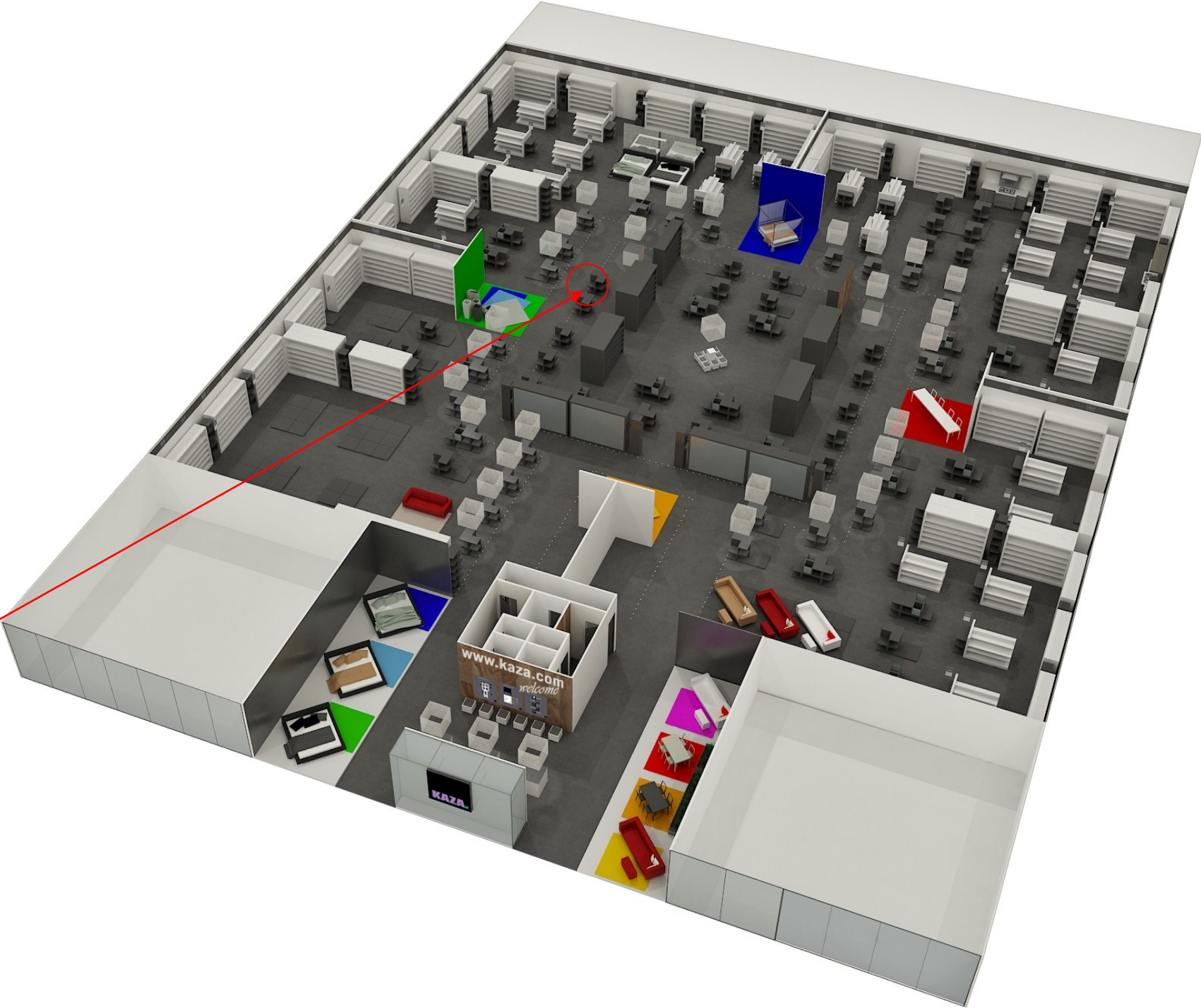
Example Display window



MERCHANDISING

PER COORDINATION

Coordination cubes



Ex. of Coordination Cube

MERCHANDISING

PER FUNCTION

Perimetrical shelf and gondolas



Group of functions in vertical

Same function in horizontal

Example of merchandising on perimetrical shelf

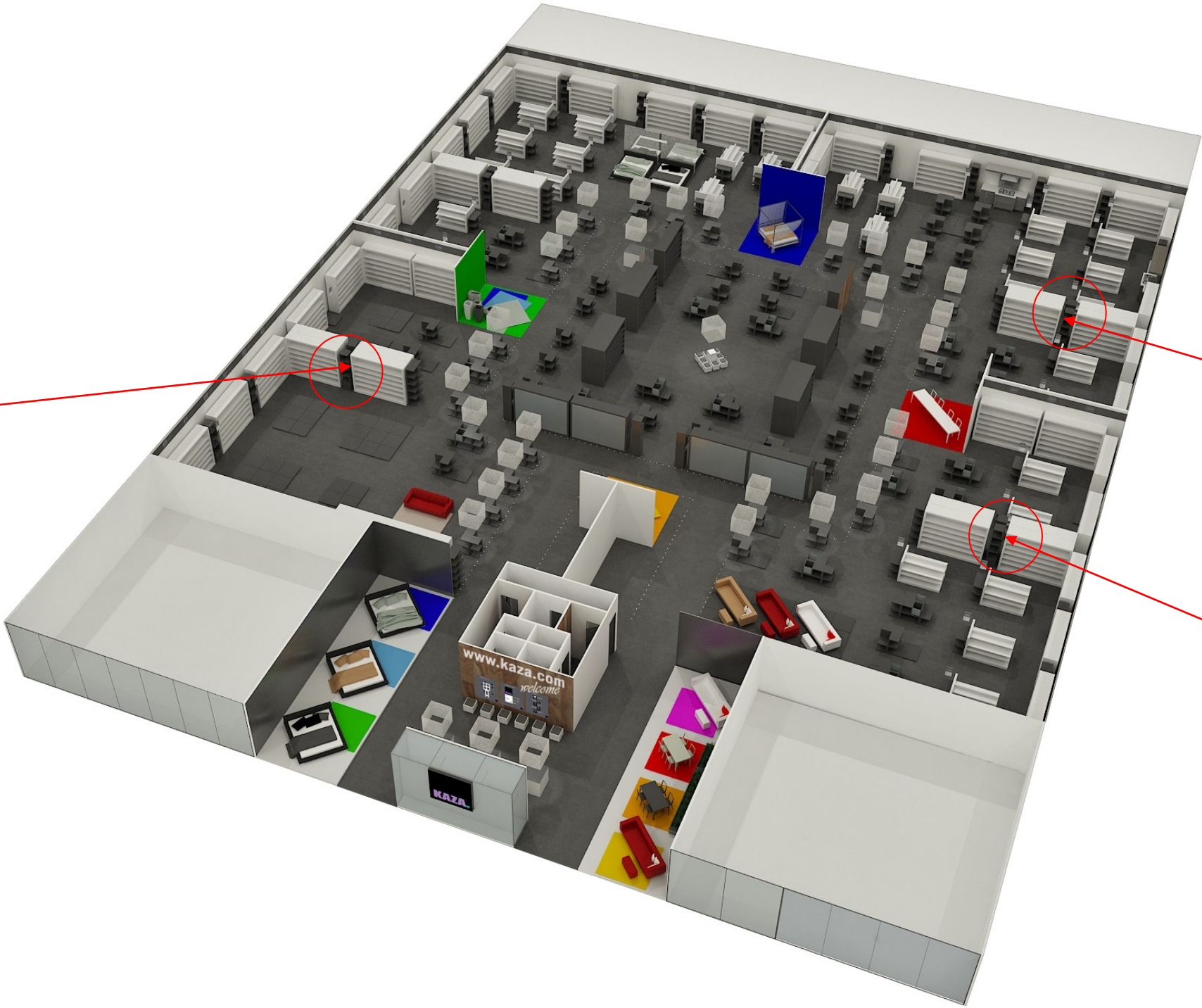
MERCHANDISING

PER VOLUME

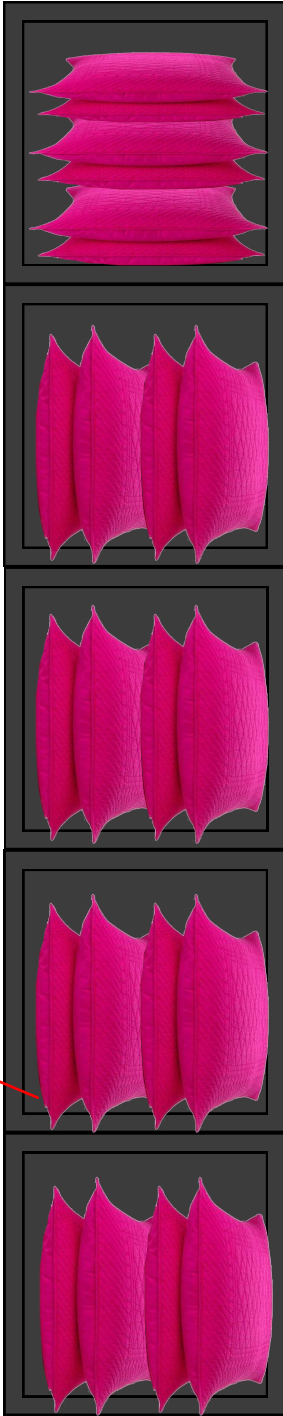
Interruption



Example interruption



Example interruption



Example interruption

NON SALES AREAS

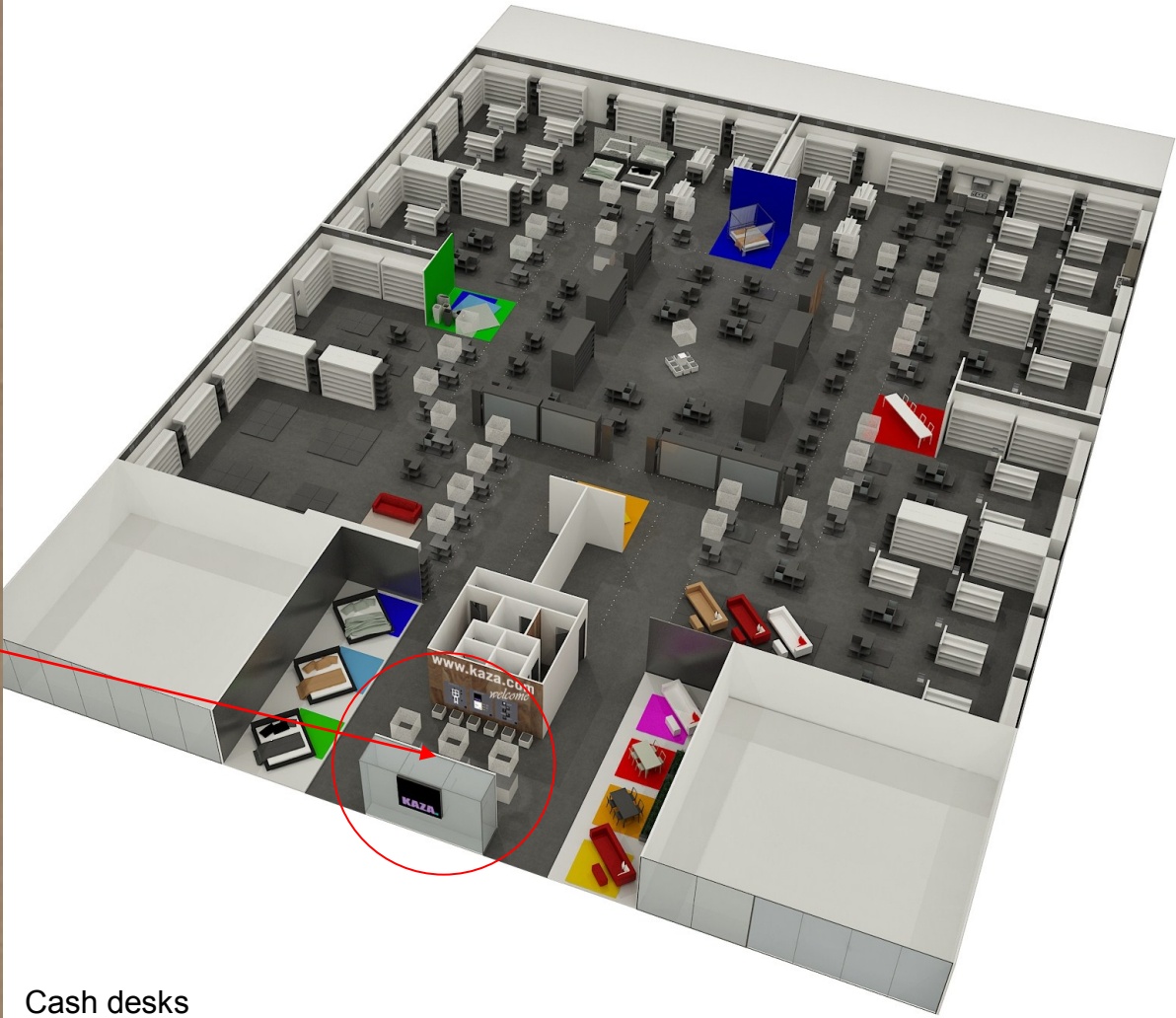
RECEPTION



Reception

NON SALES AREAS

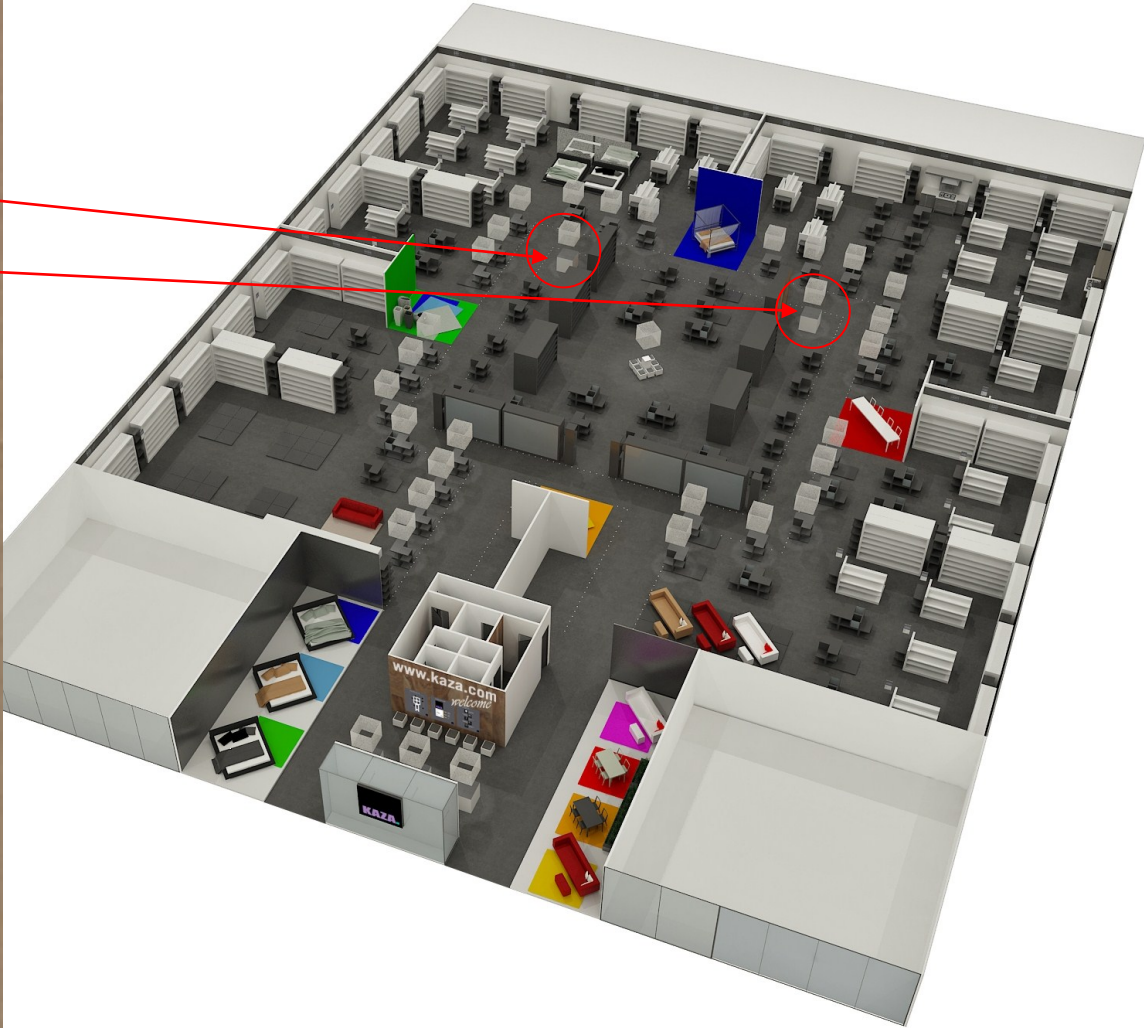
CASH DESKS



Cash desks

NON SALES AREAS

INFO POINTS



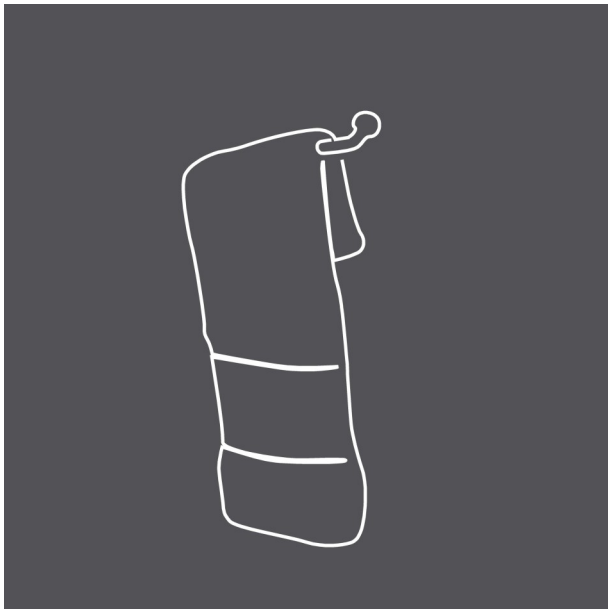
Info point



COMMUNICATION

SALES AREA SIGNS

Symbols and text helps the customers to find around the store.
The symbols are easy to read also from far away and the text help to read the symbol right.





NAME
description

measures

€ 9,90



NAME
description

measures

€ 9,90



NAME
description

measures

€ 9,90



NAME
description

measures

€ 9,90

COMMUNICATION

PACKAGING





SALES SUPPORT SYSTEM

LAYOUT TRIDIMENSIONALE

