

A Qualitative Analysis on Market Display and Design Phase: Measures of Customer Progression and Business Reimbursement

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Abstract

A supermarket, a large form of the traditional grocery store, is a self-service shop offering a wide variety of food and household products, organized into aisles. The basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Many of our Dhaka city customers are now seek for an easy-care lifestyle based on simple, functional and aesthetics and quality design products. This study endows with an existing, operationally and aesthetically deciphered interior of a supermarket and exposes by few of timely thoughts and to the directions and implications of the schemes in a precise manner. This study also puts forward to analyze of the market scrutiny with the human attendance, progression of the supermarkets and the furthermore strategic pricing in anticipation.

Keywords: Interior, Operation and function, Circulation, Ergonomics, Official treatment and so on.

1. Introduction

The idea of supermarkets flourished in the country last decade, fueled by growing urbanization, increasing number of women working outside their home, and rising per capita income, Introduction of Nuclear family concept, Increasing Woman Employment and Busy life style of Mothers, Inconvenience in the conventional Shopping Practice, Unprofessional attitudes of the conventional sellers, Unjustified pricing, Time consumption. On the other hand Supermarkets are providing some extra facilities, such as; Store Loyalty and Customer care, Accessibility of credit or debit card, Parking Facility etc.

1.1 Aspires:

- To provide a contemporary, functionally and aesthetically solved interior of a supermarket.
- Allocation of space to different functional areas and utilization of every inch of it.

1.2 The requirements of the host sector for development are as followings:

- Interior space distribution and utilization, circulation, display unit arrangement to highlight each product equally.
- Well defined furniture layout plan with total segmentation of dry zone and wet zone.
- A clear and free flowing circulation, segmented zoning into fresh section, followed by the dry area which encompasses non-food, beauty and preserved items
- Three checkout points with different entry and exit point.
- Specific trolley taking and leaving area.
- Ergonomically designed shelves, counters and circulation.
- Enough storage space.
- Visually isolated fish and meat preparation area.
- Proper utilization of visual signs and advertisements.
- Standard lighting solutions.
- Standard ceiling treatment.

2. Methodology

2.1 Selection of the Study Area

According to Bangladesh Supermarket Owners Association (BSOA) the supermarkets of Dhaka City can be broadly divided into two groups; Retail chain Supermarket (With several branches in different areas of Dhaka city) and Neighborhood Supermarket (May be another one or two branches in the same locality). Among the retail chain super markets Dhaka-based Agora now run six outlets, Meena Bazar nine including seven in Dhaka, PQS five, Nandan five and Swapno fourteen. Bangladesh Rifles (BDR) also runs 11 stores in the capital. Among the Neighborhood Supermarkets; Gift village has no other branches, Family needs has only 2 branches in within Uttara, Big bazar has two branches in Wari, Shop n Save has no other branches, Prince Bazar two. The researcher followed 50% from each the above mentioned category of supermarket for physical survey. They are Meena Bazar, Agora and Swapno from Retail chain Supermarket group and Family needs, Gift village and Big Bazar from Neighborhood Supermarket group. Both the categories were selected from the two Dhaka city

corporation zones. The selection process of the different zone for physical survey is following;

2.2 Dhaka City Corporations

On 29 November 2011 the Dhaka City Corporation was dissolved by the Local Government (City Corporation) Amendment Bill 2011 passed by the after being placed in the Parliament on November 23. The city corporation was split into two corporations, North and South, with the southern wing holding more territory than the north. Each corporation has a self-governing entity, thus giving the city of Dhaka two mayors. The government holds that bifurcation would ensure better quality of civic services to the denizens of the city.

2.3 Dhaka South City Corporation (Geographical Location & Area of DSCC)

DSCC is situated in the southern part of Dhaka City which consists of 56 wards covering the thanas of Dhaka Kotwali, Motijheel, Sutrapur, Ramna, Bangsal, Wari, Gendaria, Chwokbazar, Lalbagh, Hazaribagh, Dhanmondi, Shahbagh, New Market, Khilgaon, Kamrangirchar & some others.

2.4 Dhaka North City Corporation (Geographical Location & Area of DNCC)

DNCC is situated in the northern part of Dhaka City which consists of 36 (Thirty Six) wards. The total area of DNCC is about 82.638 sq. km.

3. Data Reports

Supermarkets introduced a whole new experience in the shopping of daily needs. They offered quality products at a stable price in safe and clean environment in order to survive and achieve profitability. Although there are many factors which relate to customer satisfaction, but this study field tended to emphasize on layout of the supermarket, Interior space distribution and utilization, circulation, display unit arrangement to highlight each product equally by following the proper standard. The purpose of the study is to identify the role of each of the factors to respond to customer requirements to satisfy customers and what and how they behave in the market place toward these factors. According to literature survey on 6 foreign standard supermarket and physical survey on 6 supermarkets of Dhaka city (3 from the South zone and 3 from the North zone) it's found that the supermarkets of Dhaka city lacks in furniture layout planning, designing the display units, standard circulation, and zoning. The selected sample supermarkets were six in numbers namely, Agora, Meena Bazar, Swapno, Big bazar, Gift village and Family needs. To identify the host project the following categories are analyzed.

The total procedure of the Selection of Study Area is represented by the following flow chart

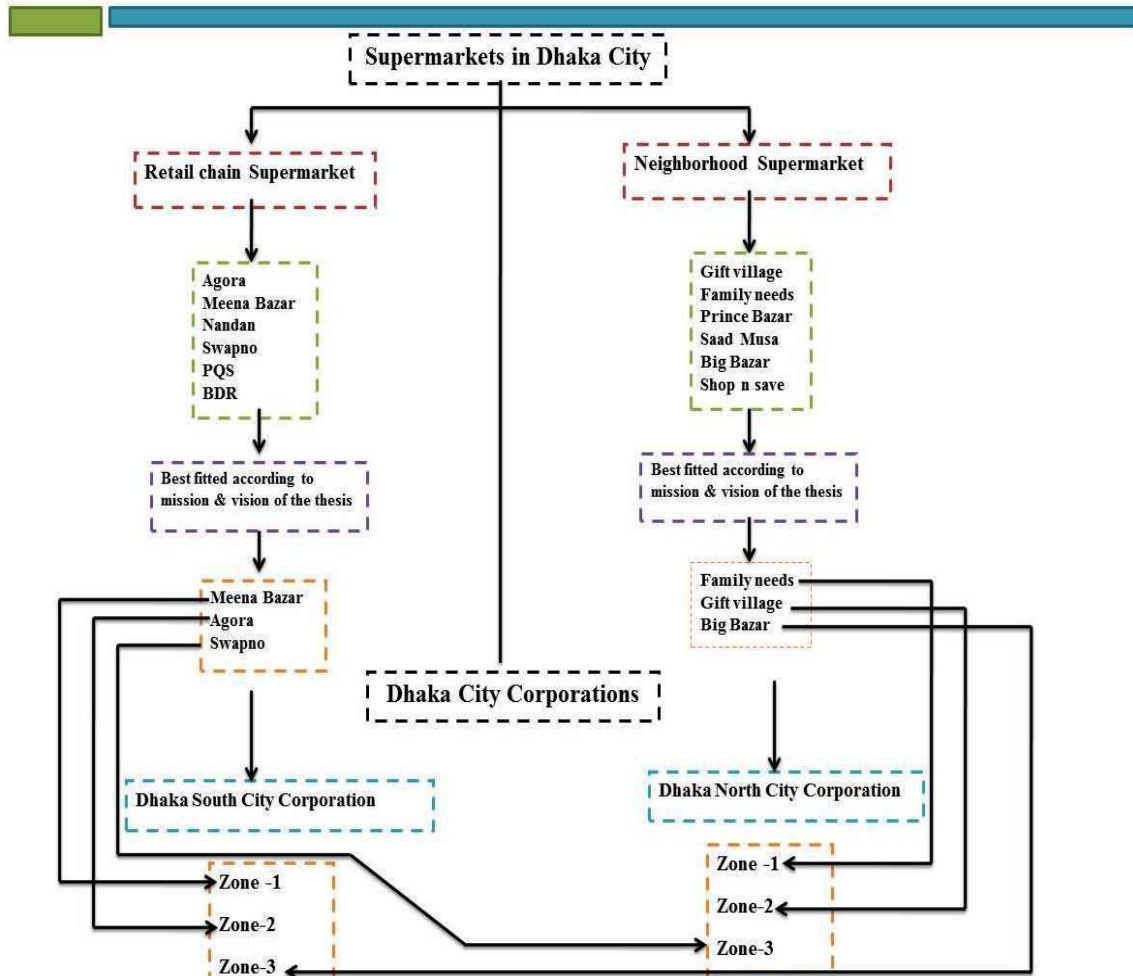


Figure: Flow Diagram of the Selection of Study Area

4. Furniture Layout Planning

Family needs in furniture layout planning No specific standard is followed while designing the furniture layout of Family needs. Differentiating the dry and wet zone or by product variety was not observed. Gift Village In furniture layout planning certain levels of standard has been maintained. Good approach in furniture layout planning. But differentiating the dry and wet zone or by product variety was not observed. Swapno In furniture layout planning in some spaces tried to follow the standard furniture layout .But failed to maintain in high traffic areas. Differentiating the dry and wet zone or by product variety was observed. In Agora certain levels of standard have been maintained. Good approach in furniture layout planning. Differentiating the dry and wet zone or by product variety was observed. Big Bazar No specific standard is followed while designing the furniture layout of Big Bazar. Differentiating the dry and wet zone or by product variety was not observed.



No specific standard is followed while designing the furniture layout of Family needs. Differentiating the dry and wet zone or by product variety was not observed.

5. In Circulation

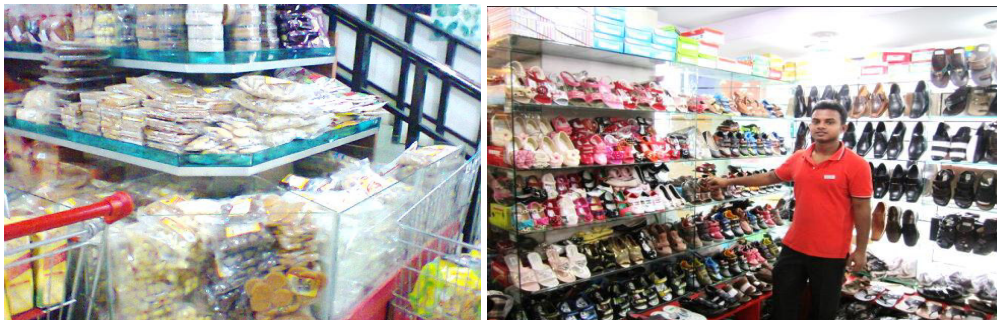
In standard practice minimum 30% space should be provided for circulation. And minimum six feet gap should be provided between two display units and aisle. In family needs the standard was not followed in providing space between the aisles. Disturbance in circulation was observed. In Gift village in most of the spaces minimum level of circulation space has been provided. In Swapno In most of the spaces minimum level of circulation space has been provided. In Meena bazaar in most of the spaces minimum level of circulation space has been provided. In Agora In most of the spaces minimum level of circulation space has been provided. In Big Bazar In most of the spaces minimum level of circulation space has been provided.



In family needs the standard was not followed in providing space between the aisles. Disturbance in circulation was observed.

6. Innovative Display Units

In Family needs no use of innovative display units was observed. All conventional regular type of display units were there. Gift village tried to provide with some innovative display units. Gift village tried to provide with some innovative display units. In Swapno Few of the display were new. Other than those conventional display units were mostly used. In Meena bazaar Most of the display units are conventional. Few of the display were new. In Agora certain level of standard was maintained in creating innovative display unit. Overall good approach was observed. In Big bazaar no use of innovative display units was observed. All conventional regular type of display units were there.



In Family needs no use of innovative display units was observed. All conventional regular type of display units were there.

7. Directional, Departmental and Category Signage

In Family needs huge lacking in Directional, Departmental, and Category Signage was observed. In Swapno Category Signage has been done from ceiling in some places. But it should be done in more organized & recognizable way. In Agora Category Signage has been done from ceiling in some places. But it should be done in more organized & recognizable way. Huge lacking in Directional, Departmental, and Category Signage was observed in Big Bazar.



In Family needs Huge lacking in Directional, Departmental, and Category Signage was observed. In Family needs very old & conventional type of ceiling treatment was observed. This type of ceiling treatment is not appropriate with any supermarket environment.

8. Ceiling treatment and Lighting

In Family needs very old & conventional type of ceiling treatment was observed. This type of ceiling treatment is not appropriate with any supermarket environment. In gift village Ceiling treatment and Lighting Use of black paint & fabric to hide unwanted ducts & multicolored patterns were used for creating height variation. In Swapno Exposed ceiling no use of false ceiling & all ducts are exposed Innovative approach was there. In Meena bazaar Category Signage has been done from ceiling. Advertising wall papers has been used in some spaces of the wall. In Meena bazaar Innovative approach adopted in Good lighting system. Exposed ceiling no use of false ceiling & all ducts are exposed. In Agora Ceiling treatment and Lighting Certain level of standard have been maintained. In Big bazaar No use of innovative Ceiling treatment and Lighting units were observed. All conventional regular type of Ceiling treatment and Lighting units were there.

9. Meat and Fish Processing and Display Unit and Ready Food Display

In Family needs huge lacking in meat and fish processing and display unit and ready food display was observed. In Gift village huge lacking in meat and fish processing and display unit and ready food display was observed. Swapno tried to practice separate meat and fish processing and display unit .They maintain different processing room. It would be better if they could provide this processing visible to the customers. Meena bazaar tried to practice separate meat and fish processing and display unit .They maintain different processing room. It would be better if they could provide this processing visible to the customers. Meat and fish processing and display unit And Ready food display certain standard level is maintained in meat and fish processing and display unit of Agora. The processing system is clearly visible to the customers and good display also. In Big bazaar huge lacking in meat and fish processing and display unit and ready food display was observed.



In Family needs huge lacking in meat and fish processing and display unit and ready food display was observed.

10. Storage System

In Family needs lack of proper storage facility was observed .For this reason products seen stocked here & there creating disturbance in circulation. Efforts were observed regarding proper storage system in Gift village .But in some points it could be better maintained. Swapno tried to practice proper storage system. But in some spaces they failed that caused disturbance in circulation. In Meena bazaar the section for utilities stocked in a manner to optimism the brand exposure shelves are made s.s and packing board. In Agora certain level of standard has been maintained in storage system. Overall good approach observed.



In Family needs lack of proper storage facility was observed .For this reason products seen stocked here & there creating disturbance in circulation.

11. Analysis and Discussions

Supermarkets are set to boom in Bangladesh as the current market players are planning to open several hundred more outlets in the next few years to cope with the rising demand from the consumers. Many of our Dhaka city customers are now seek for an easy-care lifestyle based on simple, functional and aesthetics and quality design products. The idea of supermarkets flourished in the country last decade, fueled by growing urbanization, increasing number of women working outside their home, and rising per capita income.

Although there are many factors which relate to customer satisfaction, but this study field tended to emphasize on layout of the supermarket ,Interior space distribution and utilization, circulation, display unit arrangement to highlight each product equally by following the proper standard. According to literature and physical survey it's found that the supermarket of Dhaka city lacks in furniture layout planning, designing the display units, standard circulation, and zoning. At the same time products are not segmented as per requirement, lack of proper storage system, products are not properly focused. All these reasons ends with scattered product, loss of valuable time, move directionless at the rush moment, annoyance of the customer. Space is one of the scarcest resources in Dhaka City. So allocation of space to different functional areas and utilization of every inch of it is most important factor. To design a standalone destination Shopping Space that is a fusion of shapes and colors. The challenge is to avoid monotony, while keeping pace with the demands of modern day philosophy. Giving a modern and modified look to the shopping space. Contemporary, functionally and aesthetically solved Interior of a Supermarket.

12. Recommendations

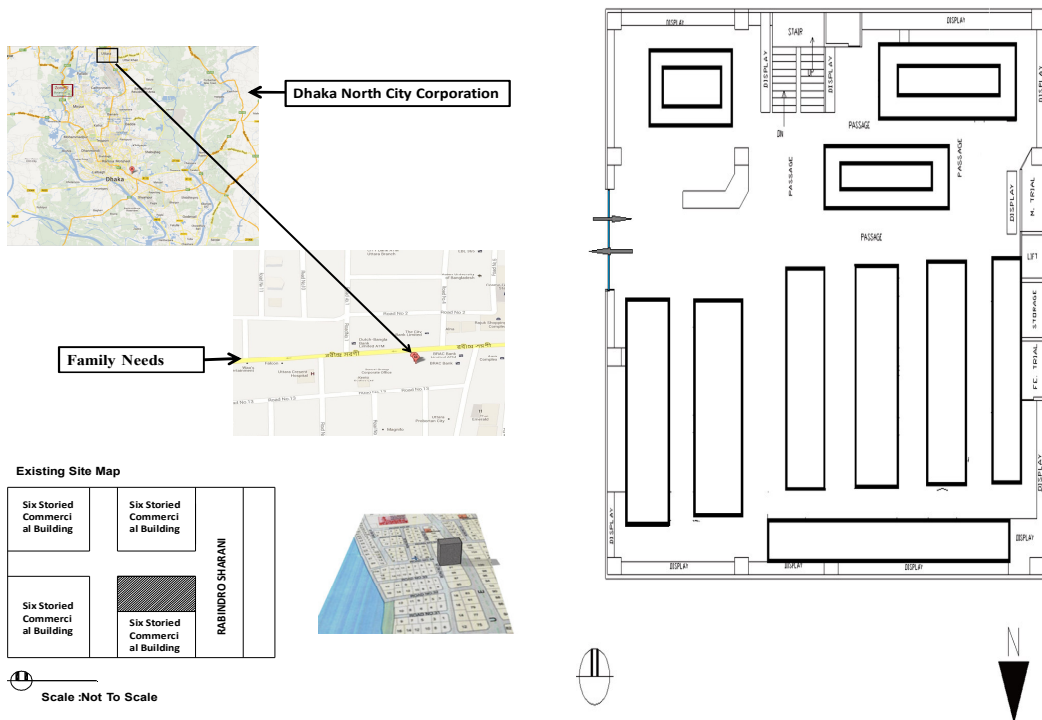
12.1 The Host Project Identification

According to literature survey on 6 foreign standard supermarket and physical survey on 6 supermarkets of Dhaka city (3 from the South zone and 3 from the North zone) it's found that the supermarkets of Dhaka city lacks in furniture layout planning, designing the display units, standard circulation, and zoning. The selected sample supermarkets were six in numbers namely, Agora, Meena Bazar, Swapno, Big bazar, Gift village and Family needs. In the process of fitting in the mission and vision of the thesis topic Trust Family needs (From Zone One of Dhaka North city Corporation) is the best match to achieve the objectives.

12.2 Factual Information about the Current Condition of the Building

Name of the Project: Trust Family Needs, Location of the Project: Plot#19, Sector#o7, Rabindro Sharoni, Uttara, Dhaka-1230, Phone: 8961665, 896164, E-mail: www.familyneeds.com, Volume Of The Project: Plot Size: 8 Catha, Total Covered Area of The Building: 5400 sft, Number of Floors: 4 (Height of each floor is 10 feet), Volume of the Total Building: $5400 \times 10 \times 4 = 21,600$ cft, Designed Portion of the Building: Ground and 1st floor of the Building (Interior Only) $5400 \times 2 = 10,800$ sft, Volume: $3600 \times 10 \times 1 = 36,000$ cft, Design status of The Building Interior: The building is designed by Architect. Consultant: Ar. Hasnat Khan

Existing Situation, Stating Year: 20/01/2003. Branches: Other two branches in Uttara, Store Timing: 9:00 am to 9:00 pm

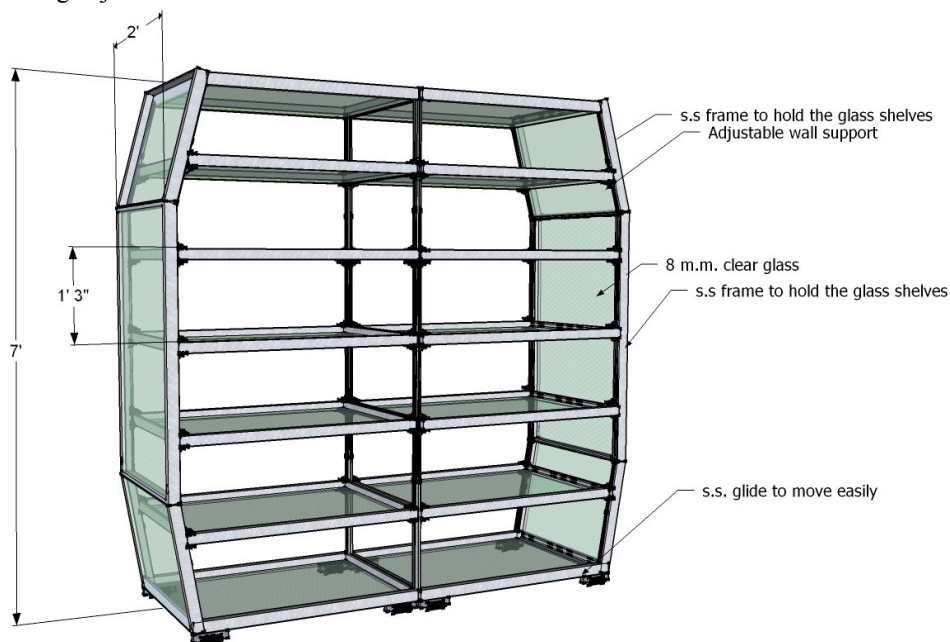


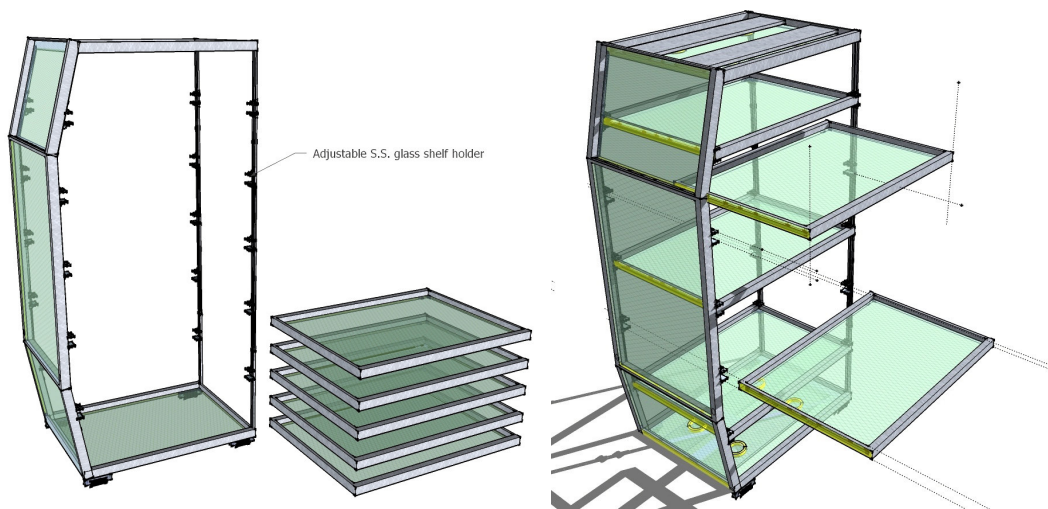
Location Map of Trust Family Needs

Floor Layout Plan of Trust Family Needs (Ground Floor)

12.3 Concept Developing

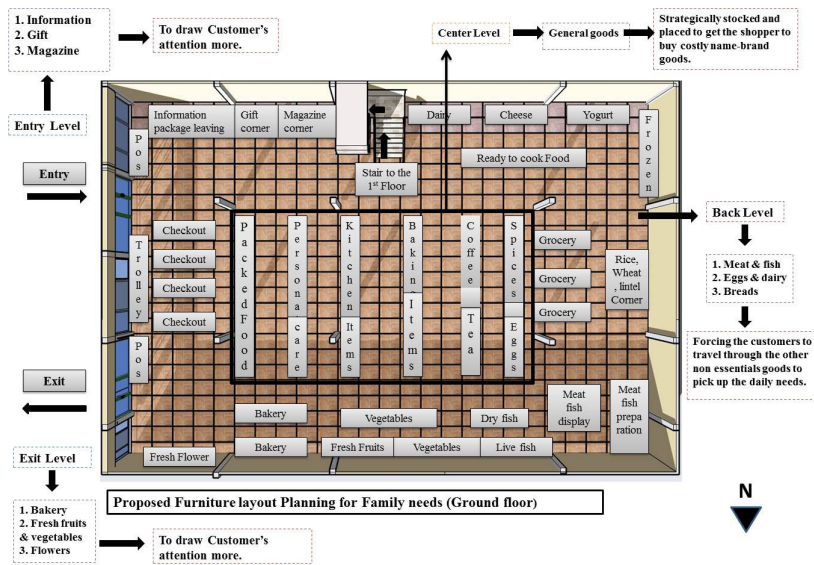
The design concept of Display unit-Type one was derived from Honeycomb, A structure of hexagonal, thin-walled cells constructed from beeswax by honeybees to hold honey and larvae. The design concept of this Display unit- type two was derived from foldable room partition. This type of display system gives maximum flexibility in inside the store, this easily movable totally knock down able display system gives the option to move whenever necessary. The design idea of the gondola was a combination of basket with kid's stroller .Basket to contain a lot of small thing together and stroller to move easily. This type of display system gives maximum flexibility in inside the store, this easily movable totally knock down able display system gives the option to move whenever necessary. Design Details; Standard shelves slide straight- in and straight-out without disturbing adjacent shelves.

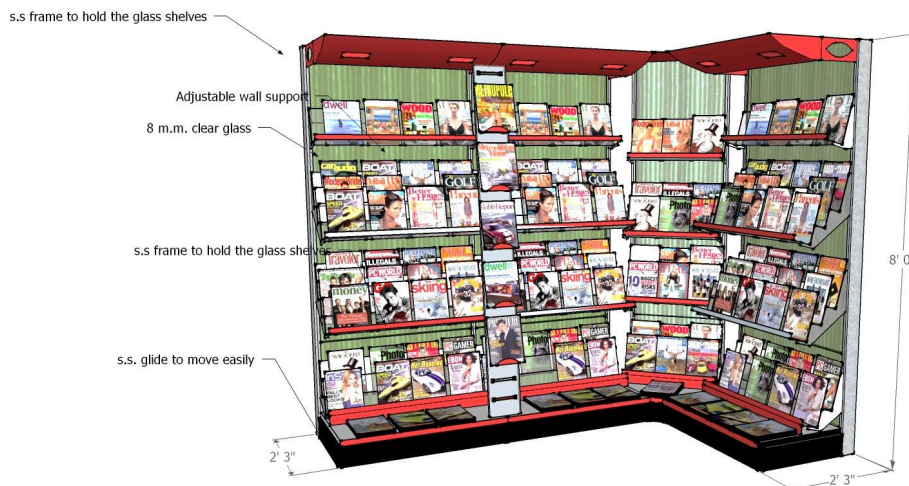




12.4 Zoning and Allocation of Space

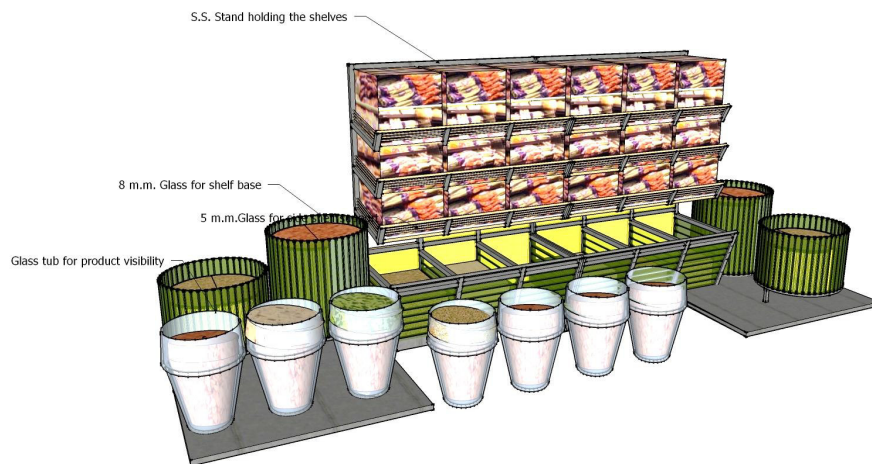
The store will be re-planned around two main areas. Firstly a fresh section, followed by the dry area which encompasses non-food, beauty and preserved items. Many demonstration areas feature tables and customizable columns. Providing specific zoning (In the form of signage) displayed at each entry level, especially at the entry point. Defined entry and exit point. Free flowing circulation in cash counter point. Decorative passage will be provided by different colored tiles .It would be a guideline for the customers to reach their destinations.





12.5 Space Distribution

Entry Level; Information, Gift, Magazine to draw Customer's attention more. Center Level General goods strategically stocked and placed to get the shopper to buy costly name-brand goods. Back Level Meat & fish, Eggs & dairy, Breads. Forcing the customers to travel through the other non essentials goods to pick up the daily needs. At the Exit Level ; Bakery, Fresh fruits & vegetables, Flowers. To draw Customer's attention more.



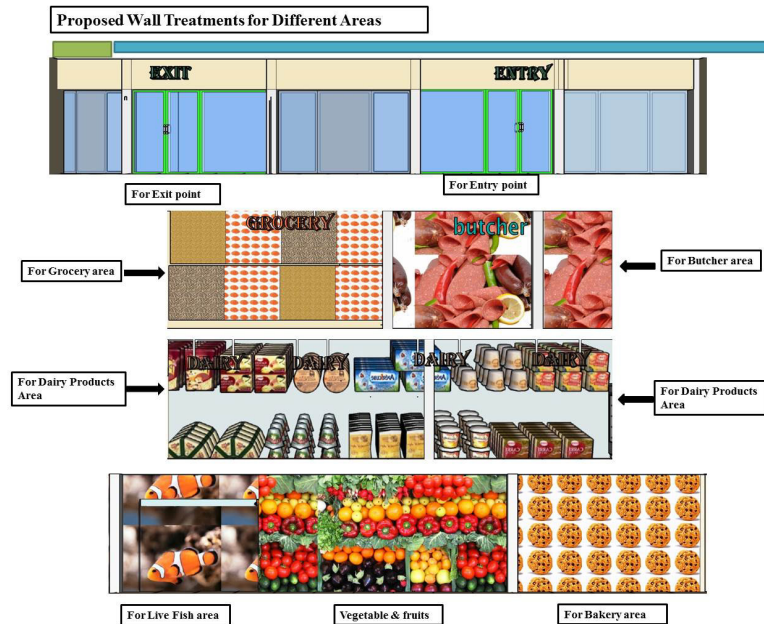
12.6 Display unit Aarrangement

Display unit Aarrangement for best product display design include the following points; Creating Focus point by placing the most popular items and brands display units are placed in the middle of the isle so that buyers entering the isle from either direction are exposed to as maximum as possible. Using Eye-level Placement. Items with the highest marginal profit are placed at buyer's eye level, so that they are more likely to be noticed. Will also use Kids Eye-level Placement. A more Specific use of Eye Level marketing is placing those sugary cereal boxes that kids love on the lowest rack, right at kid's eye level. Product Grouping- Complementary products display units will be placed near each other. (Ex. - spaghetti sauce placed near pasta.). Essential products display units, the stuff that everyone comes for in the first place, is placed in the four far-corners of the store, so shoppers can quickly pick and leave in the rush hour.



12.7 Wall merchandise space

Each wall will be used for branding of the products. Advertising wall papers will also be used in some places of the walls.



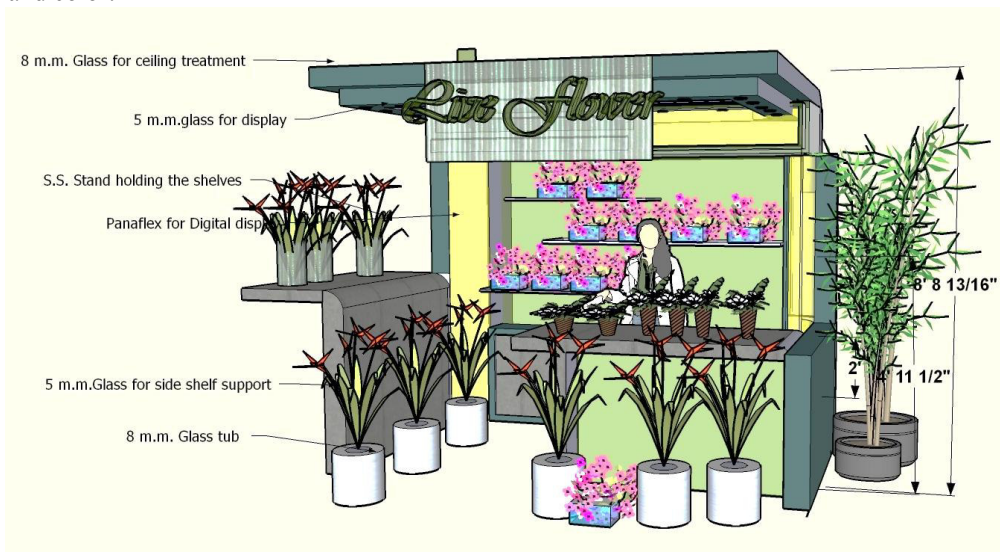
12.8 Lighting and Fixtures

Smart and functional lighting design to focus each product equally. With the hanging pendant lights to associate with an open ceiling to provide a much more decorative look with a grander appearance.



12.9 Special features

Directional, Departmental, and Category Signage are large signs will be placed at fairly high throughout the store. A Flower corner will be provided containing live flower plants, artificial plants, potteries and vases. Specially designed check-out point (cash counter) which will vary from traditional cash counter in use of materials and color.



End Notes

Supermarkets introduced a whole new experience in the shopping of daily needs. All the products displayed in the Shopping Space are consumer products and will be sold to the customers & used by them. To stay honest to the customers it's a requirement to include, Maximum exposure of each product equally for customer clarity. Highlight every single product from every ways so to expose all their merits and demerits are cleared to the customers. The flexibility of assemblage, proper storage of the products and prepare quick replacement for empty shelves. Provide ease and effective circulation, proper zoning. Moreover Space is one of the scarcest resources in Dhaka City. So allocation of space to different functional areas and utilization of every inch of it is most important factor. To design a standalone destination Shopping Space that is a fusion of shapes and colors. The challenge is to avoid monotony, while keeping pace with the demands of modern day philosophy. Resulting a Contemporary, functionally and aesthetically solved Interior of a Supermarket.

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