

Store: _____
Type of: _____
Client: _____



STORE PLANNING QUESTIONNAIRE

In order for us to properly plan your store, we advise, that you supply us with answers to all information as requested. Attach additional sheets if required.

1. What is total sq. footage of store. _____
2. What is selling sq. footage requirements. _____
3. What is stock sq. footage requirements. _____
4. Any other non-selling space (office etc.) _____
5. What is proposed budget. _____
6. What will your projected gross sales? _____

7. A. What and how many categories of merchandise will you carry?

B. What percentage of the gross sales will each category account for?

8. What is the average unit sales price on each classification of merchandise? _____

9. How many times a year will you have a new collection of merchandise, representing a season or turn? _____

Instructions:

- A. Divide the projected gross sales volume by the number of planned turns for the year....This will give us the inventory requirements for the selling floor space.
- B. Based on the average unit sales price per classification and the percentage of a seasonal turn (inventory) each classification represents, we can determine the amount of fixturing types necessary for the merchandise proposed.
- C. After carefully evaluating your design needs and already knowing the amount of each type of merchandise to be stocked in each turn, we can approximate the amount of running hangrod, linear shelving, vertical binning and your fixturing-design requirements.