



JWU WILDCATS

Fixtures and Furniture

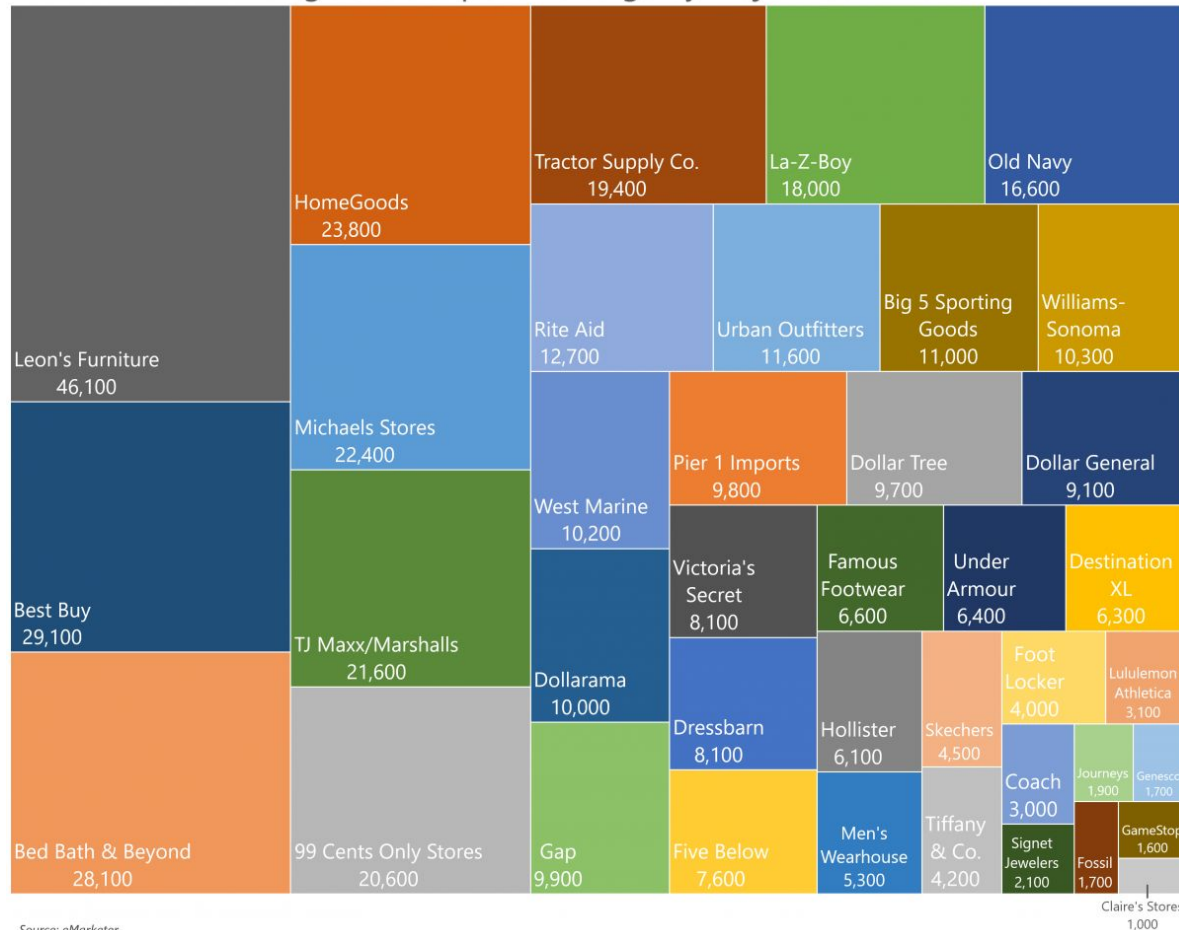
Team Member Names: Melanie
Robinson and Wylie Ith

You work for an independent retailer of women's fashion.

- The store is about 3,500 square feet

The size
of a
typical
mall
store

Average Store Square Footage by Major Retail Brand



You're at the better price point

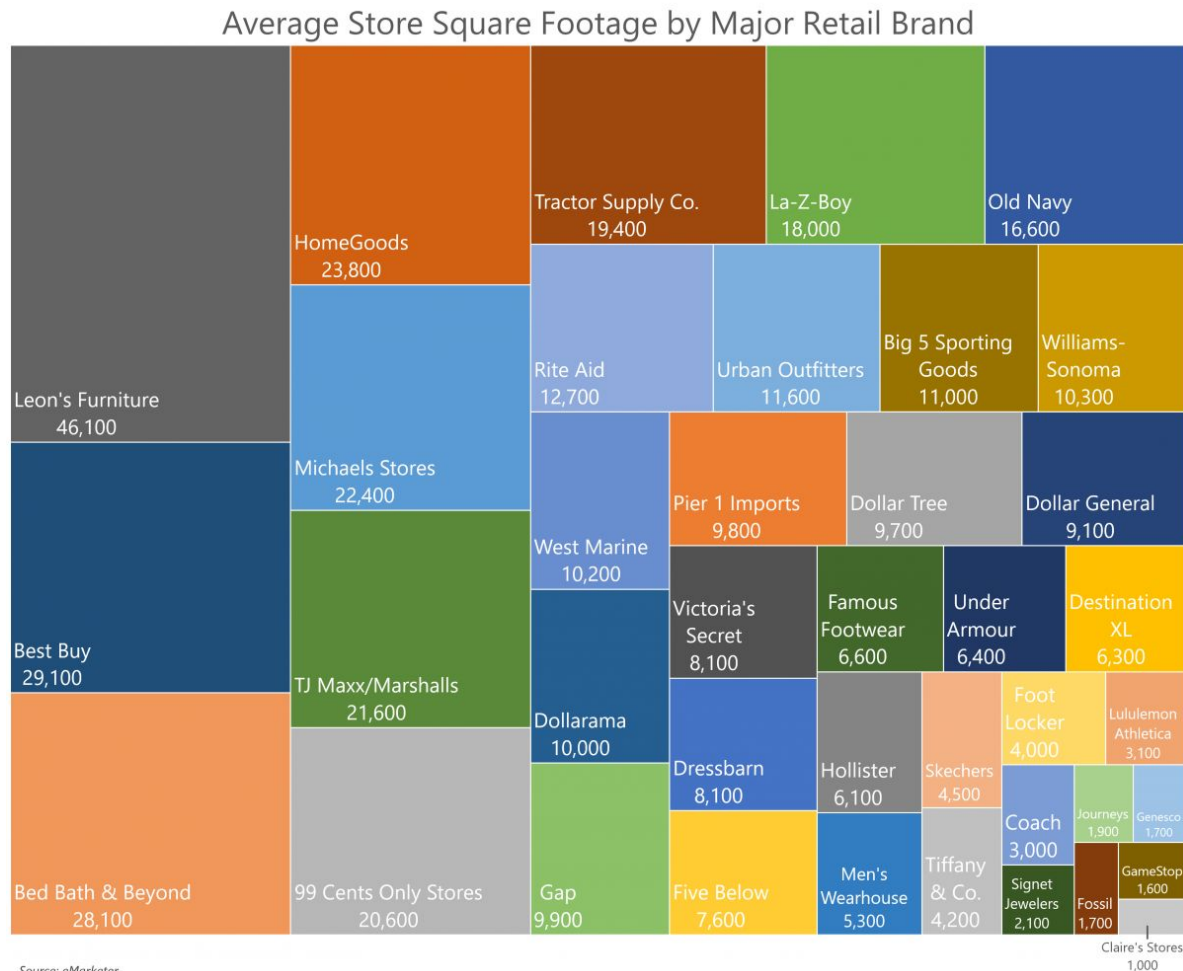
- You sell a little bit of everything
 - Career wear, special occasion, sportswear, accessories and shoes, swimwear, nightwear and intimates.
- Your target market is professional women, 28-45. They live in the suburbs but work in the city in which you are located. They are educated and confident.
- Your brand image balances modern and traditional, fun and conservative.

But there was a flood! Everything in front-of-house was ruined.

- You need new fixtures and furniture for hanging and folded merchandise, for sales, and for shoes. You also need a counter for cash/wrap. Your lease says you cannot attach anything to the wall.
- You have \$4,000 to spend.
- What should you get?

Before you get started...

Think about how many fixtures are in a typical mall store



Think about how much money you have

- \$4,000
- Do you want to spend all of it?
 - Why or why not?

In pairs or trios:

Look at the websites of sources for fixtures.

- Possible sources:
 - Displays2go
 - Retail Resource
 - Allen Display
 - KC Store Fixtures
 - Store Supply
 - many many more
- You can find your examples anywhere, except person-to-person markets.
- Your store will need multiples of each fixtures, so eBay, Facebook Marketplace, Etsy, etc. are not viable purchase options.
- Do not source from Amazon.

Be sure you look at visual merchandising suppliers.

The fixtures must be appropriate for retail use, meaning they must be much stronger and more durable than would be suitable for home use.

Each team member must browse at least 2 sources

Based on your needs, brand image, target market, and budget

- Identify:
 - a. What types of fixtures or furniture will you will buy?
 - b. What material and color
 - c. How many

Remember – you can't attach anything to the walls

Once you've got your purchase plan

- For each fixture, create a slide with
 - a. The images of the fixture or furniture
 - b. Identify the name of the fixture/furniture
 - c. How many
 - d. What material
 - e. Color
 - a. If you want a different color than the image, include a color swatch
 - f. The link to the source
 - g. The price per unit
 - h. The total price for the quantity you're buying

Example

a.



b. Four-shelf display unit

c. 4

d. Pine

e. Black frame with green shelves



f. https://www.shoppopdisplays.com/P_12212/folding-four-shelf-display.html

g. \$272 each

h. \$1,088

Begin your purchase inventory on the next slid

- NOTE: Your purchases must come from at least 2 different sources



b. Laminated Maple Wood Table

c. 2

d. Light wood and metal

e. Maple Wood and Silver

f. <https://www.allendisplay.com/60L-x-32W-x-30H-Laminated-Maple-Wood-Table>

g. \$404.25

h. \$808.50



b. Clothing rack with 2 tiers

c. 4

d. White

e. White frame with white
dowels

f. <https://www.displays2go.com/P-38498/Modern-Cottage-Double-Carry-Clothing-Rack-Dual-Hanging-Rails-Garments?st=Class&sid=1039>

g. \$241

h. \$964



b. 3-Tiered Table, Rectangle

c. 1

d. Light wood

e. Maple Wood

f. <https://www.kc-store-fixtures.com/3-tier-table-rectangle-maple>

g. \$343.25

h. \$343.25



b. Loeffler Modern & Contemporary Full Length Mirror

c. 1

d. Wood

e. Silver

f. <https://www.wayfair.com/decor-pillows/pdp/mercury-row-loeffler-modern-contemporary-full-length-mirror-w005306431.html?piid=642365479&categoryid=416716&placement=1&slot=0&sponsoredid=59a43a926346f9ca0034521ccf1f4bde9afb58f843589949bc6403214c076469&txid=I%2FWEwmIOIQ5MP6mLTsmvAg%3D%3D&isB2b=0&auctionId=c142052c-586d-4ba8-a59a-046e82a6d414>

g. \$139.99

h. \$139.99



b. ADA complaint White wrap counter

c. 1

d. White

e. White top with black base

f. https://www.retailresource.com/product/43777/ADA-Compliant-White-Wrap-Counter--48-W-x-24-D?searchTerm=*

g. \$752

h. \$752

OUTDOOR / OUTDOOR LOUNGE FURNITURE / OUTDOOR LOUNGE CHAIRS & CHAISES



b. MATERA LARGE GREY
OUTDOOR DINING BENCH

c. 2

d. White

e. White frame with white
planks

f. <https://www.cb2.com/matera-large-grey-outdoor-dining-bench/s164116>

g. \$349

h. \$698



b. Countertop Adjustable
Bag Rack

c. 3

d. Chrome

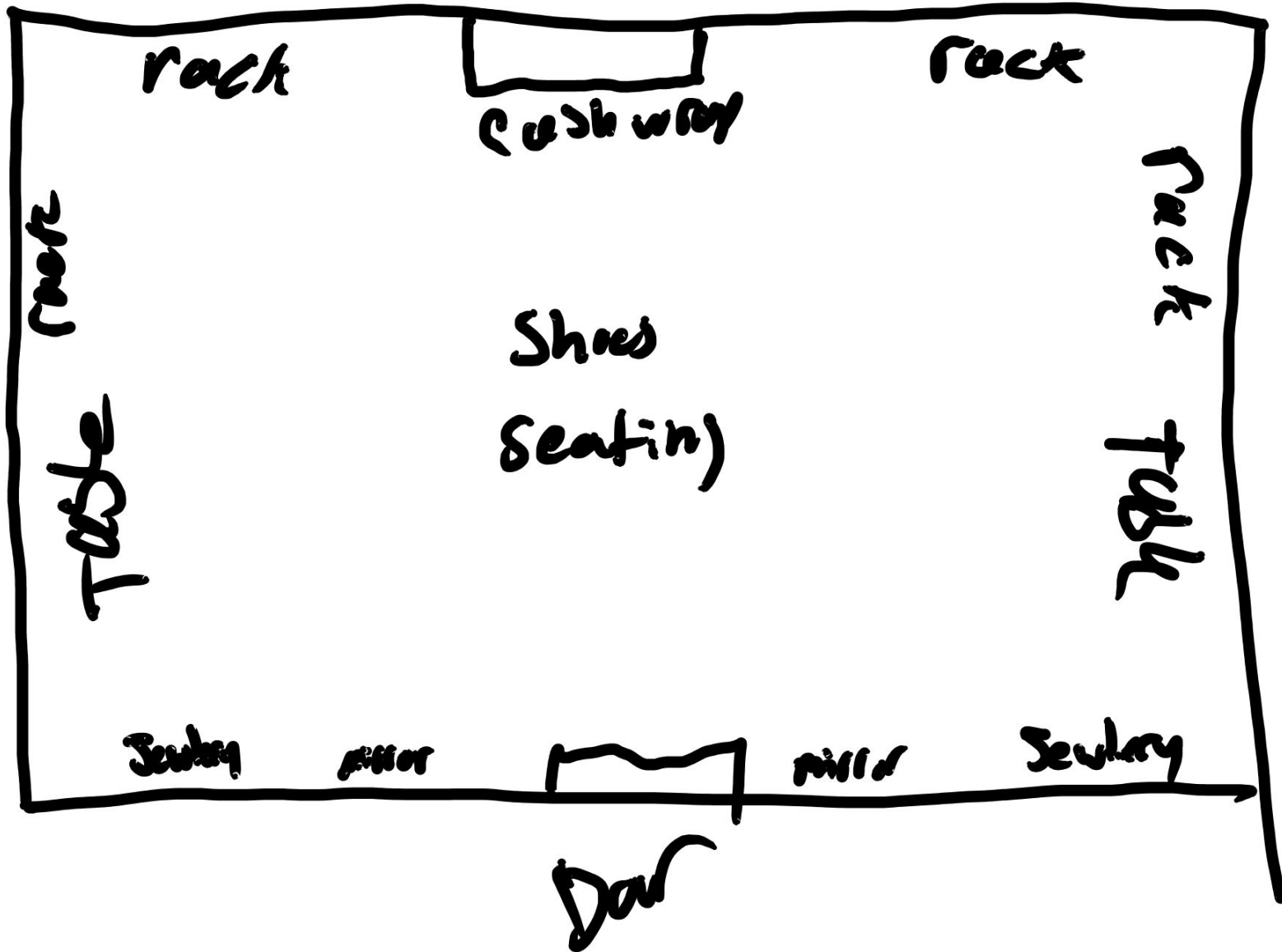
e. Silver

f. https://www.retailresource.com/product/63449/Countertop-Adjustable-Bag-Rack?searchTerm=*

g. \$74.99

h. \$224.97

Rough store layout sketch



Below, write the total amount you are spending

\$3,930.71

On the next slide,

- Write **5-6 sentences or bullets** explaining the **choices you made**.
 - Why are the fixtures and furniture in your purchase plan the best options to merchandise the products in your store?
 - How will they support your store's brand image?
 - How will they attract the target market?

Why we made our choices

- Since we work for a retailer of women's fashion, we wanted to give the store a more feminine feel through the fixtures and furniture we chose.
- This is why we decided to purchase items that were light woods, silvers, and whites. These colors are easy on the eye and invoke the idea of calm and quality.
- We also wanted both (fixtures and furniture) to work well with the merchandise sold in the store, which we believe we achieved.
- Having a better price point we wanted the furniture to reflect a higher quality and match the merchandise offered.
- Everything following the same color scheme will show cohesiveness and be appealing to the eye for customers while having merchandise organized and well placed throughout the store.