

Design and organization commercial space

Pilar Navarro de la Cruz
(Sells and Commercial
places management)



4 areas– A need to learn

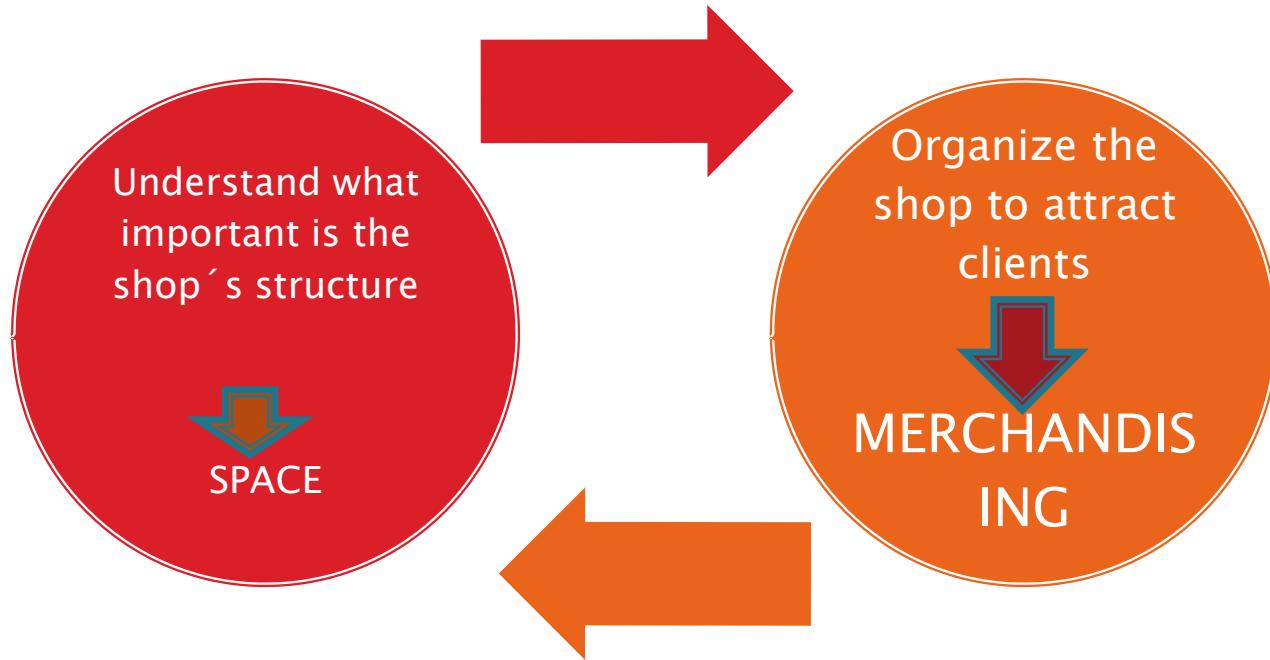
Client

Marketing

Merchandising

Distribution

CONCEPTS



Knowledge CALP

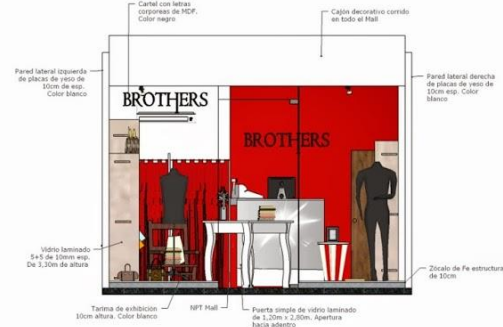
PRIOR

1. Customer
2. Consumer
3. Buyer
4. Marketing
5. Merchandising
6. Kind of Merchandising
7. Commercial encourages
8. Merchandising actions

New

Structure of a shop as part of Merchandising
Position of entrance
Disposition of furniture
Disposition of products inside the shop to provoke client visit full space

Advance organizer



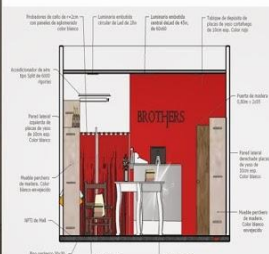
FACHADA PRINCIPAL



PLANTA ACOTADA



PLANTA AMOBLADA



CORTE TRANSVERSAL B-B



CORTE LONGITUDINAL A-A

Advance organizer





<https://studioescaparatismo.files.wordpress.com/2015/09/escaparates-conceptuales-7.jpg>



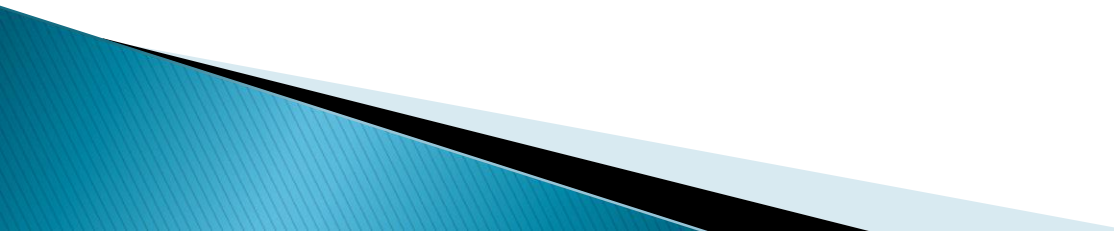
https://www.asmalljob.com/hs-fs/hub/416379/file-2419982286-jpg/blog-files/Post_images/street_marketing_centros_comerciales.jpg



<http://regalosdeempresasequio.com/blog/wp-content/uploads/2016/04/merchandisingSuper.jpg>

DRIVING QUESTION

Do you think if you organize and make your shop attractive you can sell more?



EXEMPLARS



<http://www.plasergroup.es/cat/diseño-de-tu-tienda/>
https://es.habcdn.com/photos/project/big/proyecto-decoracion-3d-de-tienda-de-ropa-canterbury_431381.jp
https://es.habcdn.com/photos/project/big/proyecto-decoracion-3d-de-tienda-de-ropa-canterbury_431383.jp

Real activity

- ▶ Choose a real shop, go there and make a similar blueprint as exemplars, observing:
- ▶ the structure and organization inside

HOTS

Analyse: Exemplars, qualities and components of blueprints

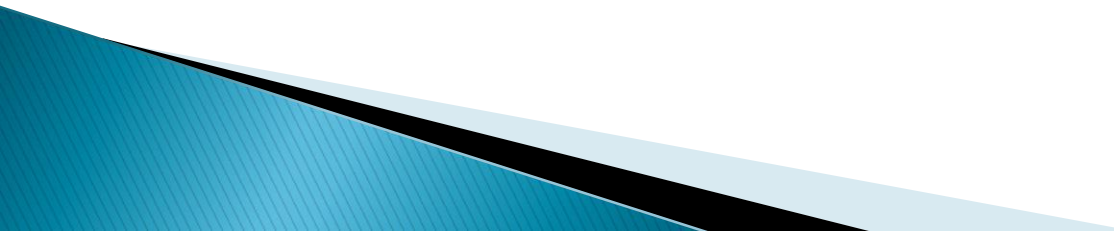
Evaluate:

- i. Structure
- ii. Furniture disposition
- iii. Range of products
- iv. Decoration elements
- v. Colours

Create:

A blueprint and a presentation about elements analysed

Tracking the project:

- Make a draft in the shop after observation and take photos about different parts of the shop
 - Design a draft with an app (floorplanner)
 - Make the presentation about concepts learned including blueprint and photos.
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TASK BASED LEARNING

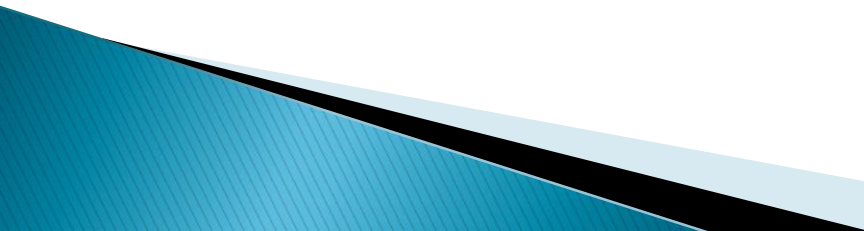
Presentation: Explain to them the idea and analyse with them exemplars

Pratice: Students should make a blueprint using an app and a presentation about conclusions.

Production: They should defend their presentation sharing their ideas and conclusions

PROBLEM BASED LEARNING

PROBLEM: After current disposition how changes would you introduce if you had to increase sells?

- Present. After real draft about shop chosen and according with theory studied , detect defects and propose a possible solution to improve and increase sells.
 - Pose the problem. Detect possible defects in the real shop.
 - Solution: After analyse defects what changes they are going to introduce to improve the shop's structure with the goal to increase sells.
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Inquiry and Innovation

SESSION 1: Advance Organizer 20 minutes. Content: Try to connect with prior Knowledge about customers, product's distribution, merchandising and Marketing

MERCHANDISING: Is the shop's structure an element of Merchandising?

SESSION 2 and 3 : Design and organization a commercial space: Explain to the students the structure and lay out in a shop. Different places in the shop and different disposition of furniture.

Why do you think there are different kind of shops with different structures?

SESSION 3 : Show them exemplars, analyse kind of shops, analyse colours, analyse disposition of furniture, analyse what kind of products are sold.

According Theory, what steps do you need to follow to get selling more?

SESSION 4: visit the shop and observe the structure, furniture, products and colours, then draft a blueprint feedback about different draft and feedback after solutions propose by students

PROBLEM: WHAT CHANGES WOULD YOU INTRODUCE TO INCREASE SELLS?

What influence has the disposition of furniture in the pathway follow by clients?

SESSION 5 Y 6: TASK: Make the blueprint (floor planner) with computer and a presentation about elements analysed.

SESSION 7: Feedback session, students can value the rest of blueprints and introduce changes or suggestions making better the blueprint.

Checklist

Exposition:

- Engage listener
- Introduce self and topic
- Eye contact
- Proper dress

Format:

- Time: maximum 15 minutes
- Ppt or prezi
- Few words and appropriate images
- Careful with transitions

Content:

- Defend shop chosen
 - Defend your blueprint
 - Your own solution to problem proposed
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ASSESSMENT

RUBRIC ASSESMENT

	POOR				EXCELLENT
	1	2	3	4	5
PRESENTATION SKILLS					
Were the main ideas presented in an orderly and clear manner?					
Did the presentation fill the time allotted?					
Were the overheads/handouts appropriate and helpful to the audience?					
Did the talk maintain the interest of the audience?					
Was there a theme or take-home message to the presentation?					
Was the presenter responsive to audience questions?					
KNOWLEDGE BASE					
Was proper background information on the topic given?					
Was the material selected for presentation appropriate to the topic?					
Was enough essential information given to allow the audience to effectively evaluate the topic?					
Was irrelevant or filler information excluded?					
Did the presenter have a clear understanding of the material presented?					

CRITICAL THINKING					
Were the main issues in this area clearly identified?					
Were both theoretical positions and empirical evidence presented?					
Were the strengths and weaknesses of these theories, and the methods used to gather this evidence adequately explained?					
Did the presenter make recommendations for further work in this area?					
Did the main conclusions of the presentation follow from the material presented?					
Were competing explanations or theories considered and dealt with properly?					

OVERALL IMPRESSION

COMMENTS

TOTAL SCORE _____ / 100