Basics of Shop Zoning

This guide explains the basics of shop zoning, including lay-out strategies and practical tips.

Effective shop zoning enhances customer experience and sales by strategically organising store areas. Additionally use good and appropriate lighting, signage, props, and seasonal updates to improve overall presentation and experience.

1. Decompression Zone: Entrance area to welcome customers; keep it clean and uncluttered.
2. Power Wall: Right-hand side often has high impact displays; use product displays and signage.
3. Core Shopping Zone: Primary product categories placed in the middle; use clear and good signage.
4. Dwell (discovery) Zone: Allow customers to wander and explore; use interactive displays.
5. Till / Exit Area: Transaction zone and final decision area; keep clear, organised, and place impulse buys.

Tip: Update displays seasonally!

