

# centerstore and frontend matter

and deliver basket-building for total-store high gross margins

## What will trading partners learn?

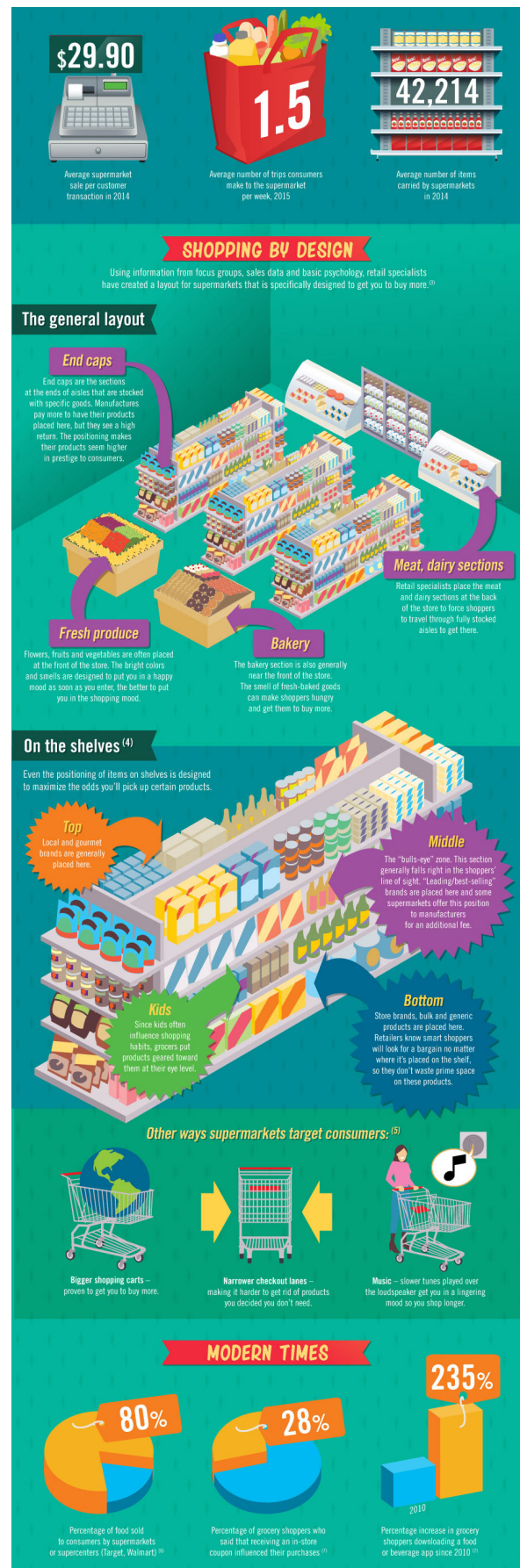
That transforming your customer experience is essential for total-store success! Heated competition between brick-and-mortar retailers and e-commerce is changing the in-store experience. The shopper is focused and has less time to browse -- how should that affect new store layouts and aisle design?

The Store of the Future is data-driven. While Center Store, Front End and Perimeter strategies need to be cohesive, they induce very different consumer behavior. Retailers must increasingly mine data on consumers' lifestyles and wellness focus, shopping preference and generational differences to identify improvements to capture the needs in each area. Other insights will include:

- Shorter aisles help shoppers focus more on items at the Center Store shelf. Indiana University shares research with GMDC for this white paper. Data show where shoppers' eyes go, and for how long, when they see displays.
- Teams formed to strategically assort the Front End can be more productive than what many retailers do today – which is to simply place popular in-line items in secondary locations by the registers.
- Merchandise foods with companion nonfoods in high-traffic Perimeter Perishables areas, and the sales of both can grow. Our live retail test data prove it. Also, consumers experience true one-stop convenience. The White Paper identifies in-store food hotspots such as prepared foods, grocerants, produce, meat, seafood and Center Store frozen for cross-merchandising success.
- Assign greater roles for pharmacists and clinics to anchor the store's HBW position – and to run essential continuum-of-care programs with hospitals, raising retailer credibility and projecting a powerful health halo across departments.
- Use technology to engage people who shop assisted by their smartphones (84% of Millennials, for example, says Alliance Data) for more productive in-store trips. Promote deals, coupons, product uses and companion purchases wherever they are on the selling floor. Build total-store performance while elevating customers' perceptions of your store.

## This Retail Next Practices whitepaper will reveal:

- Consumer and shopper trends driving store-based changes
- The need for enhanced supplier-based training tools for retail store associates to engage and educate shoppers to a greater degree
- The need for differentiated Center Store and Front End strategies
- Higher profits of top-of-mind shopping, powered by adjacent merchandising
- Differences between your Consumer and Shopper - how to market to both
- The online vs. brick-and-mortar tussle, identifying at-risk categories and how to differentiate against e-commerce
- Nonfood opportunities in Center Store, Front End and the Perimeter to build basket size, deliver exceptional margins, and satisfy shoppers in new ways
- The latest in seamless omnichannel – click-and-collect, home delivery, subscriptions
- The need to unify a wellness image across the store, from better-for-you foods to nonfood products that complement nutrition and healthy living, pharmacy and in-store clinics
- Identify the need for supplier-activated workshops to help retailers train their associates for increased levels of engagement, personalized shopping and product education



## Questions? Need Help?

Mark Mechelse, Director of Insights & Communications  
Global Market Development Center (GMDC)  
Email: [markm@gmdc.org](mailto:markm@gmdc.org) Tel: 719-338-1218

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