

PROJECT CITY MALL - Weekly Business Site Meetings

All businesses - Every Wed 2.30pm @ In Italia Guthrey Centre

Centrestage

Keeping you up with the play in Central City

Contact: paul@ccba.co.nz ph: 379 9745 m: 021 2233 963

May 24th 2009



CCBA
CHRISTCHURCH

CENTRAL CITY BUSINESS ASSOCIATION

Don't think!

What is the basis for shop design and visual merchandising?

If I could boil it down to two guiding principles, it would be these:

Designing a store experience should be targeted at the customer's emotional response. Ninety nine percent of purchases are emotionally based. A famous example: a presenter asks everyone at his seminar to look at their watches. "If you spent more than \$20 on your watch, it was for emotional reasons," he explains. In today's world we have the time on our cell phones and PDAs, so who needs a watch? Yet millions of people still spend far more than \$20 each on watches to make them feel special, elite, sophisticated, refined and successful. The same can be said for a shop environment. We buy things that make us feel the way we want to feel.

Stop looking at your stores through your own eyes and start seeing them through your customers' eyes.

One of the greatest values we bring to our clients is the ability to see shops through their eyes.

If you want to connect with your customer, step outside and get some distance from your store. Put yourself in the mindsets of your customers and ask what are their lives like? What do they want? What do they need? What do they worry about? What do they aspire to? Forget everything you know....See only what is in the space here and now and see it from the perspective of someone asking himself, "Does this feel like me? Is it what I aspire to be?" As a company, is the store environment communicating the most important messages?

Business owners dress their stores for success. Whether they're 'dressed for success' or not depends on their unique personalities (brands); the response they're hoping to get from customers (the emotional reaction that leads to a purchase), and the environment in which they're trying to succeed (the marketplace and competitor pool). Successful store designs are a combination of a series of seemingly minor elements like space planning, fixture selection, lighting, colours and materials, signage and graphics and when put together become a powerful, emotional shopping experience.

It all begins with Seeing and Feeling the relationship between you and your customer.



Paul Lonsdale
Central City Manager
Business Association

Great Quotes

Money and success don't change people; they merely amplify what is already there.

Will Smith

Constant change is here to stay.

Source Unknown

I had the blues because I had no shoes until upon the street, I met a man who had no feet.

Ancient Persian Saying

Excellence is not a skill. It is an attitude.

Ralph Marston

CCBA soon to launch City Business Website

We have been working on a website for city businesses and are close to launching the site.

For us to have the most up-to-date information we have been visiting businesses to update our database and CCBA membership over the last few weeks.

Once we have completed each business's page we will visit you and get you to check your details before it goes live.

Your page will contain your

store name, category, contact details and opening hours of your business. We will also be able to add product images, special in-store promotions and any other information you would like.

Our website will also contain our city retail map, business directory, city events, promotions and parking information. We will continue to add information that we see beneficial to making this a functional and useful tool for users.

Due to the majority of the content being uploaded by the CCBA office with limited resources we will launch one category at a time until complete.

If you want to have images or extra information included on your page this will be done once all the pages with the business information are completed.

This is a big task so please be proactive in supplying us with your information.