

Criteria In Fixtures

When talking to leading retailers about purchasing store fixtures, they will invariably point to three important criteria that are cost, quality, and service. The most important concern is always the price and the real priority seems to be cost effectiveness. Also retailers want to spend the least amount of time and money possible but still meet project expectations. These factors that are cost, quality, and service will vary in priority from retailer to retailer. Balancing these three criteria is the greatest challenge for store planners. To achieve this, planners must understand the purchasing process and ask their clients the right questions. Before starting purchasing everyone should remember the five F's. The foremost and first question concerns the type of filtering required. In a book by a good author five Fs of featuring are defined as form, fit, function, finish, and fabrication. You need to consider each one of these when investing in a fixture that will be both functional and visually appealing. The technique of featuring historically has been limited to about six basic shapes. These days, fixture design is restrained only by the designer's imagination. Store fixtures come in all shapes, sizes, and colors. The fixtures can be constructed of one or more material types, including wood, wire grid, slat wall, metal tubing, plastic, and glass. While considering the shape those fixtures will take, you should always consider the quantity requirements of each fixture type and the costs associated with each new design.

Speaking on a general note we can say that keep the assortment of fixture types small so you can buy in quantity. These days the retailer's emphasis on obtaining the proper fit. Thus fixtures with numerous assembled parts may answer the call for flexibility, but units that are moved frequently must also be broken down quickly. Thus a rack that has many assembled parts might not be ideal in cases where the fixture is subjected to heavy usage and must be moved frequently. Sellers can minimize the number of parts in a fixture by welding or permanently connecting as many pieces as possible, thus minimizing the number of parts that can be lost or broken and lessening the chance that fixtures will loosen over time. Retailers also say that the biggest challenge in a high-tech environment is finding flexibility and mobility, and maintaining structural integrity. But with store fixtures, function follows form. Analysis says that the per-square-foot merchandise capacity of a fixture directly affects the amount of merchandise a retailer can display. It is because just a rack is full does not necessarily mean the retailer has maximized merchandising capacity. This is because the rack may be surrounded by available floor space. And one should never let this precious real estate lie untapped.

About the Author

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