

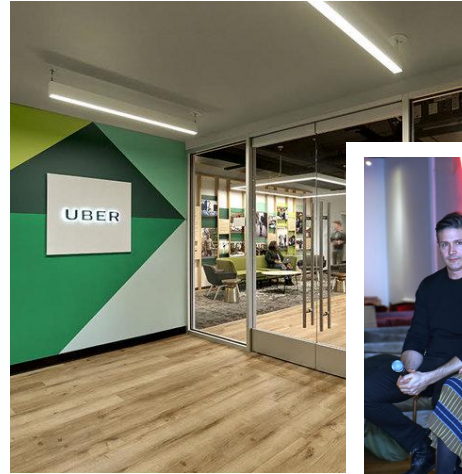
# The 5 steps to opening up a retail store in 2019.

Whipped together by Whereabout Studio

whereabout

# Agenda

1. About us
2. The Ingredients of every pop-up store
3. Where to begin



UBER



PSFK



BLOOMBERG



FLOYD

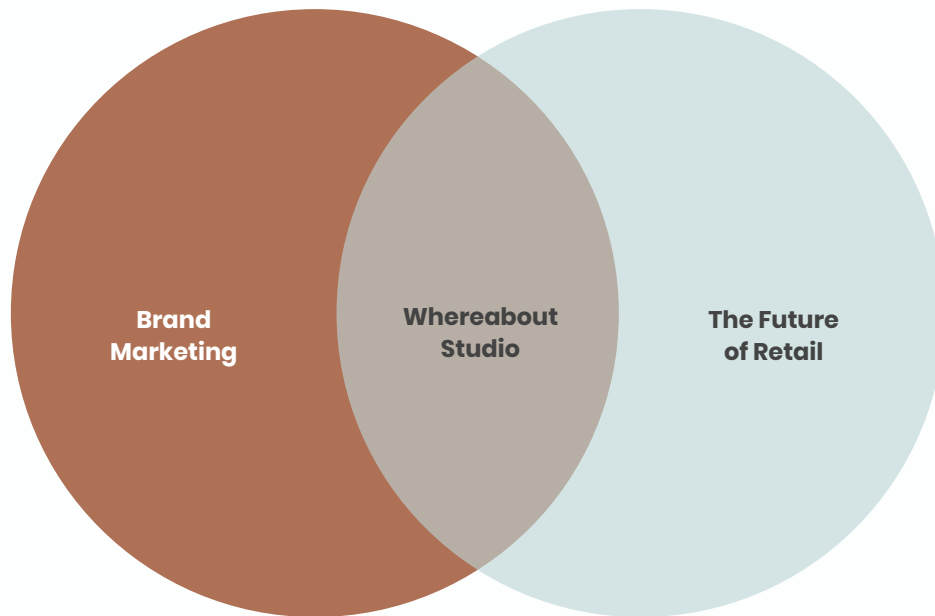
**A little about us**

## Who we are

**Whereabout** is an experiential studio that helps digitally-native brands scale up through pop-ups and concept stores.

Our work and distinct approach has garnered the attention of major publications including PSFK, Bloomberg, Fortune and RetailWire.

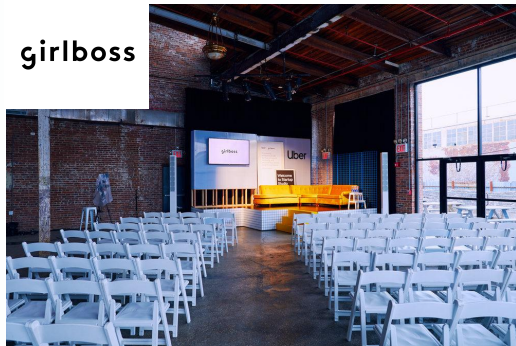
We align with companies that share an interest in blending retail with hospitality and community. Past whereabouts include Uber, Toms, Floyd, Hunker and Fellow to name a few.



# We don't create spaces. We solve problems.



Repositioned support centers as rich community hubs.



Created a start-up studio to close the funding gap and drive conversation.



Designed a residential home to differentiate a global media brand.



Created a coffee playground to make home brew less intimidating.



Created a living showroom to drive buzz around same day delivery.



Coming 2019.

**The ingredients of every pop-up store.**

# The ingredients



## Community Spaces

Creating communities that bring people together around the halo of a brand and offer new occasions to visit outside of the shopping trip



## Unsolicited Education

Using hands-on workshops and immersive learning activities in-store to build confidence around purchases, optimize the ownership experience and offer ongoing support



## Revolving Discovery

Programming locations with a constant overhaul of products and experiences adds depth to the brand while reinvigorating customer interest again and again.



# The ingredients



## Urgency

Stores with limited time frames bring a sense of urgency to the consumer, thus increasing foot traffic.



## Service design

Going over and beyond expectations are key to building brand love. “Sticky” stores need a good balance of anticipation and unexpected value.



## Storytelling

Retail is a dynamic and emotive channel for customers to experience the story behind a brand in person. By creating a “destination” over a store, you can build a lasting relationship with your customer.



**Where to begin.**

# First, hone in on your goals.



## Education Gaps & Sensory Limitations

Close educational gap associated with technical aspects or benefits of product



## Increase Sales

Boost sales in a particular city or region



## Extend the Brand Story

Create an aspirational connection that inspires deeper conversation around the brand



## Create a Community of Loyal Customers

Create calendar of events that appeals to a broad range of customers to increase trust and add relevancy prior to purchase



## Create Buzz around Launches

Create awareness around a new product launch



## Customize the Experience

Create a bespoke environment that leverages customer preferences to increase product relevance



## Experimentation & Learning

Test out new geographies, audiences or products.



## Gain Credibility & Exposure

Leverage like minded brand partners or influencers to gain exposure to a new audience and/or gain credibility

## Second, be realistic about your budget.

### **Location** \$8K-\$15K

Monthly Rent / Lease

### **Design & Build out** \$4K - \$50K

Custom fabrication, installation, styling and furniture

### **Entertainment** \$5K - \$10K

Events and hospitality moments

### **Staffing** \$5K - \$20K

Security, shop attendants, greeters (monthly expense)

### **Merchandise / Swag** \$3K - \$5K

Custom merchandise, gift bags

### **Signage Collateral** \$3K - \$5K

Custom signs, window decals, collateral

### **Retail Operations** \$300 - \$5K

Basic WiFi, POS, beacon technology

### **Miscellaneous** \$5K

Daily cleaning / Incidentals

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## Ways to save

### **Shop share**

Split the costs with a non-competitive like-minded brand.

### **Shop takeover**

Lower production costs by “branding” an existing destination with a strong experience.

### **Find branded partners**

Reach out to brands to furnish and style the space.

## Third, plan for a location.



### Web traffic

If you currently sell your products online, where are your existing customers coming from?



### Budget

What are you in the position to spend on a lease?



### Target Audience

Who is your primary and secondary target audience and where do they live, work or play?



### Growth

Do you plan on having a small showroom with no inventory or do you need a store that can grow as your inventory grows?



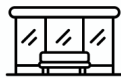
### Cultural Nuances

Do cultural differences like tourism and parking affect the shopping behaviors of that city?



### Neighboring Stores

Do you want to be surrounded by competitive or complementary stores?



### Convenience

Is the location easy to get to? Is there a parking lot or public transit nearby?



### Foot traffic

Do you want a prime location that attracts a lot of heavy foot traffic or somewhere more affordable and off the beaten path?



### Visibility

Is the location visible from different vantage points or will you need a lot of wayfinding and messaging to help people find it?

# Forth, make the magic happen.

1.

**Articulate your  
brand mission**

2.

**Define your  
retail story**

## **People**

- + What is the staff called?
- + What are their “uniforms”?
- + How do they greet you?

## **Product**

- + How is the product styled?
- + What lifestyle are you showcasing?



## **Place**

- + What is it called?
- + What areas make up it?
- + What does it smell like?
- + What vibe does it evoke?

## **Purpose**

- + What services do you offer beyond shopping?

# Forth, make the magic happen.

## Articulate your brand mission

Floyd creates products for the way people live today.

## Define your retail story

The Floyd Housewarming is a living showroom for people to kick off their shoes and stay a while.

### People



### Product



### Place



### Purpose





## Last but not least, get your insights straight (and have fun!)

### Clienteling

Do you want your store associates to collect information and follow-up with customers?



### Beacon software

How many people stopped by your pop-up?  
Were they female or male?  
Were they happy or sad?  
What zone performed the best in the store?



### Book an appointment / tour

Do you want to anticipate demand for your store?  
Do you want to collect email addresses?



# whereabout

**Gabriela Baiter**

Whereabout Studio | Founder  
[www.whereabout.studio](http://www.whereabout.studio)  
[gabriela@whereabout.studio](mailto:gabriela@whereabout.studio)