

Building Your Retail Space: Strategies For a Cohesive Customer Experience

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Farm & Store

Who Are We?

A diversified vegetable farm with
an on-site, year-round farm store
located right outside of Hudson,
NY

Farm est. 2014

Store est. 2019





Our store is 750ft²

We sell produce, meat, fish, plants, flowers, pantry staples, baked goods, and other items..

We are open year-round, 7 days/week, 10am - 6pm

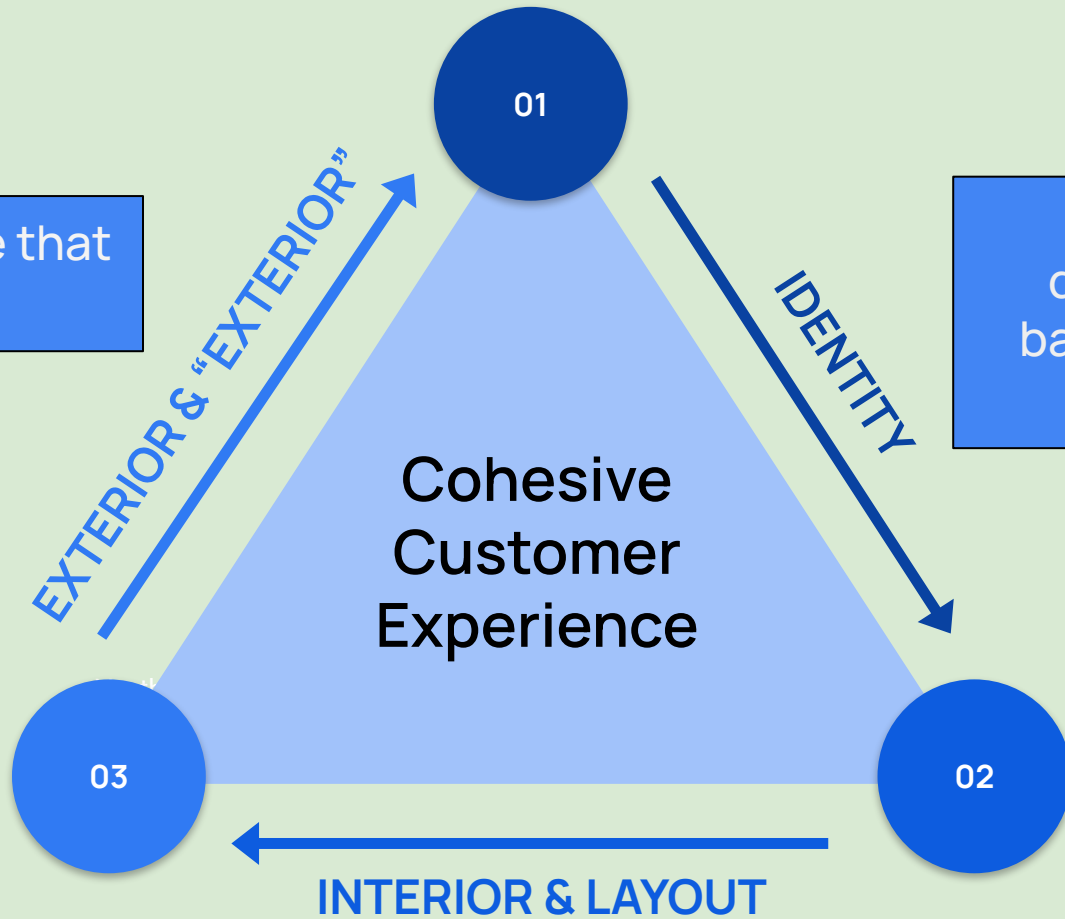
We've been open year-round since 2021 (seasonal in 2019 and 2020)

How do you create an engaging, functional, and memorable retail business that will keep your customers coming back time and time again?



It's the outside that counts!

The age old question... "to banana or not to banana"



Customers are *beautiful and independent* cows

IDENTITY

to banana, or not to banana?

Establish your concept; this will help you find your identity as a business

- What do you want to put in and get out of your retail space?
- What do you realistically want to contribute?
- Where do your strengths lie?
- What are you known for and how does this overlap the demographic spread of your community?

IDENTITY: *Routine vs. Destination*

- Routine v. Destination
 - Year-Round Farm Store vs. PYO/Agritourism vs. Seasonal Farm Stand
- Reliability + Hours
 - Routine store or seasonal?
 - Consistency is KEY



IDENTITY : *Merchandise + Product Selection*

What will best compliment your farm output?

Pick a few choice categories that you feel will best support your identity as a business



OUR NOs:

Candles

Soaps

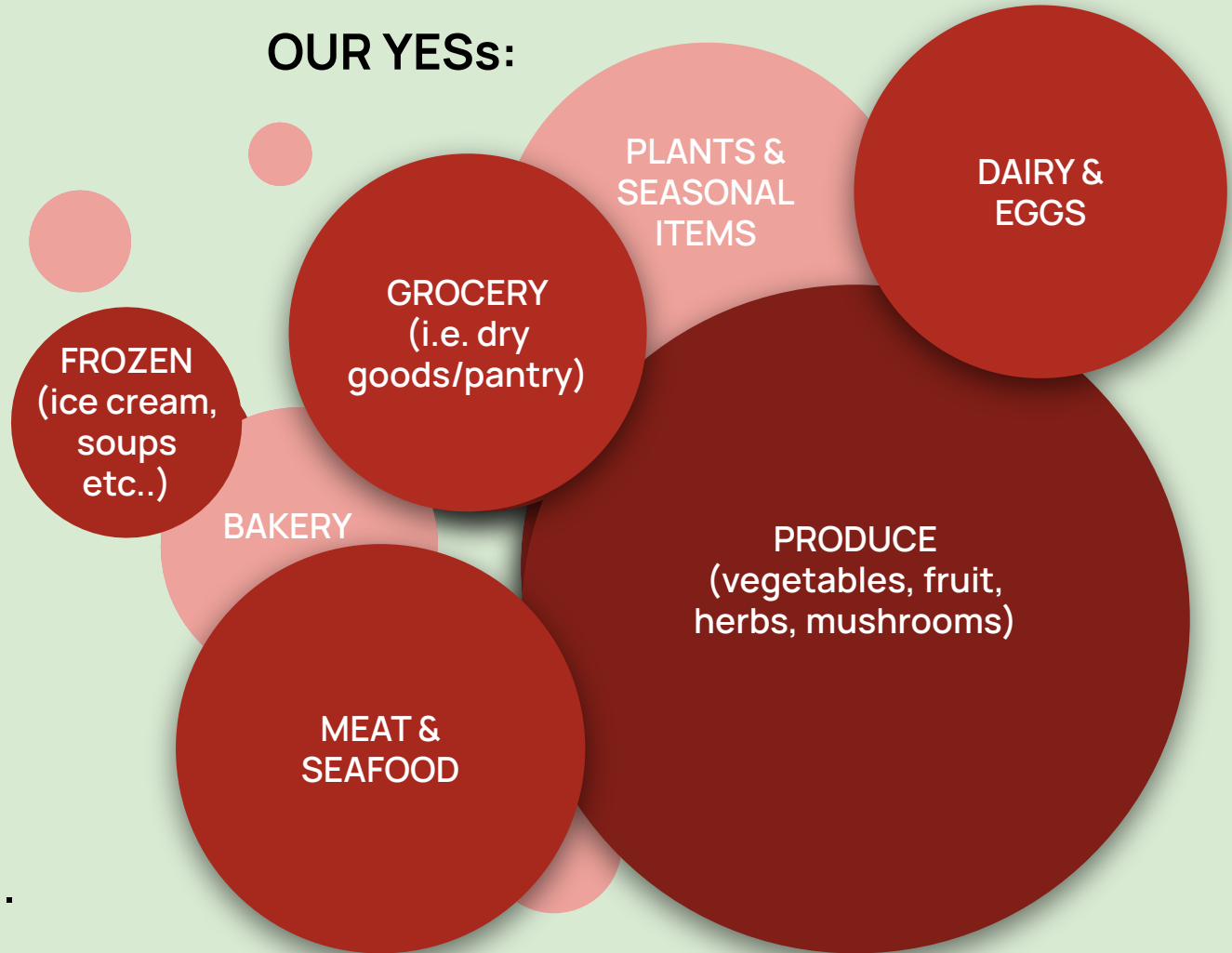
Re-branded
value added

Anything that
isn't good

Gift shop items

Blankets/Pelts etc..

OUR YESs:



What is...The Banana?



(We formally apologize to the color yellow)



Examples from us:

- How does our location impact our business and customer base?
- What were our strengths when we decided to open a retail branch of our business?
- What did we want to provide to our community and why?
- What kind of merchandise spread were we looking to provide?



INTERIOR & SPACE

customers are {beautiful & independent} cows

Creating a sensical shopping experience will increase customer satisfaction and retention.



INTERIOR & SPACE: Layout & Flow

1. **The Theory of Invariant Right**
Retail psychology shows that people want to move towards the right, and will choose to go right then counterclockwise when given the opportunity.
2. **Decompression Zone**
Your entryway is your opportunity to reset the customer mindset and set the tone for their shopping experience
3. **Checkout location**
The checkout counter should be located on the left side, preferably towards the front

STANDARD GROCERY STORE LAYOUT

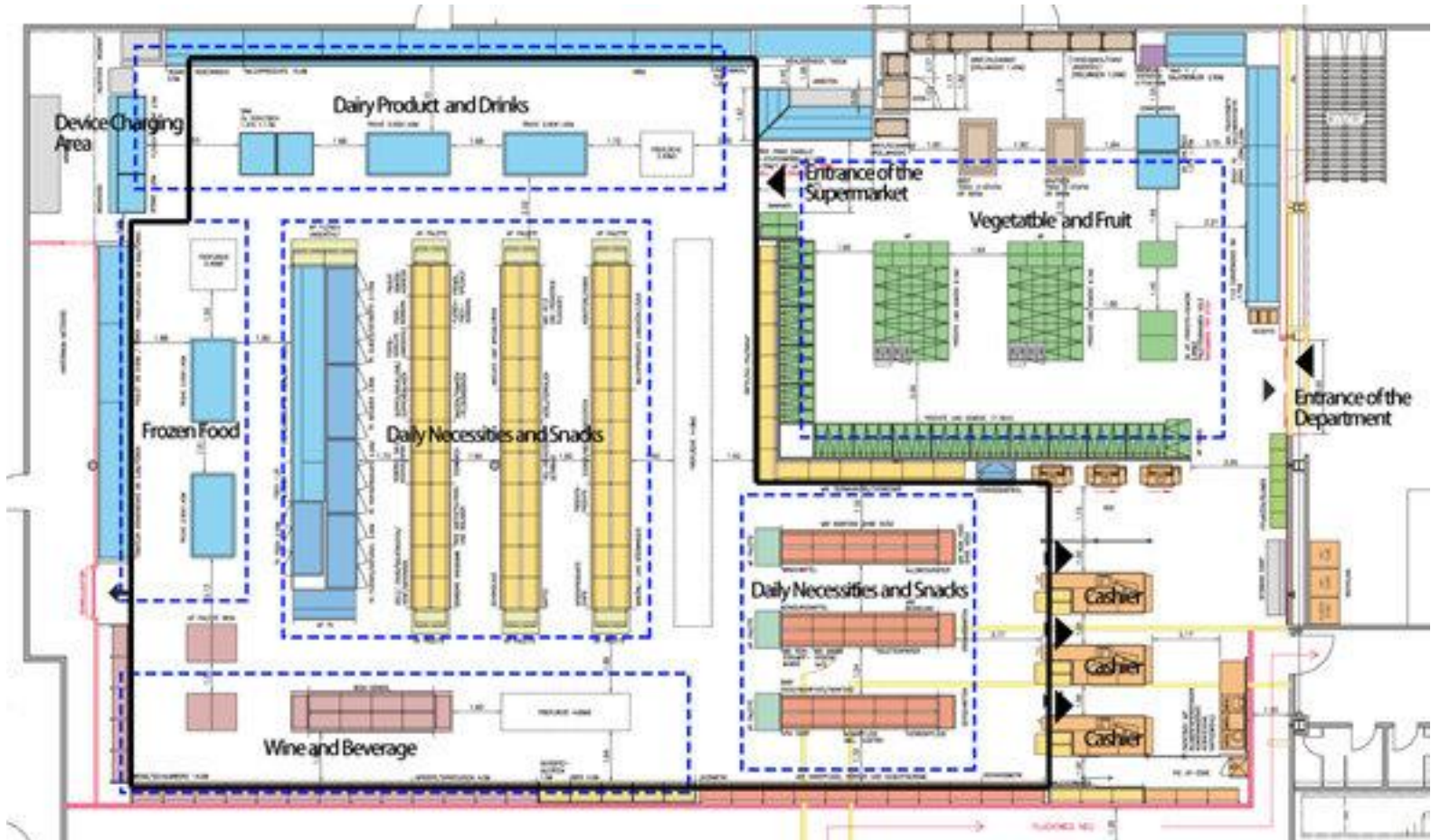
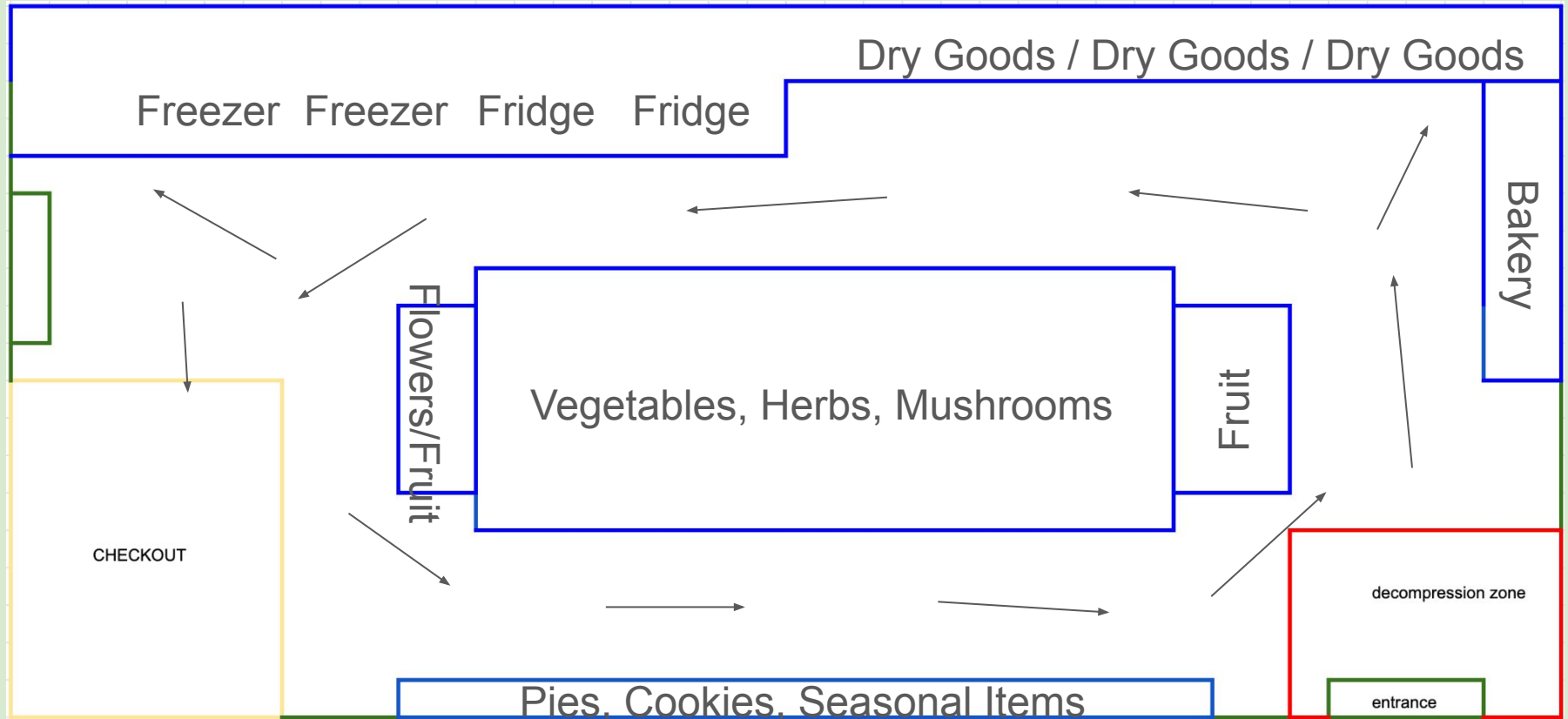


Diagram Of Our Layout



INTERIOR & SPACE: Merchandising

Make it Make Sense & Make it Look Good



Product Flow - Consider in what order to display your goods.

Product Display - Retail is Detail!

MERCHANDISING: Fresh is Best!

Put beautiful things up front, where your customers will see them first, then draw your customer through the store.



MERCHANDISING: Say no to the dress

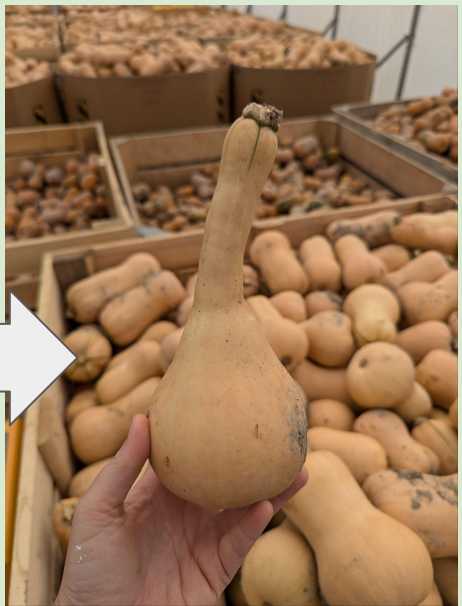


MERCHANDISING: Quality Control

embrace the waste

Keep it nice, and they will keep coming back!

This includes maintaining shape and size standards.



OH NO



YES!



NO

PRICING: Congruence is Key

Can you offer 2-3 price points (good, better, best)?

What works for you, as business owner, and for your customer base?

Price denotes quality & quality must support your pricing





EXTERIOR & “EXTERIOR”

It's the outside that counts

Who you are and what you are doing should be easily decipherable by a customer, either consciously or unconsciously, through the tools you use to present your public face.

EXTERIOR: lighting, parking & signage

You don't need perfection, just safety.



EXTERIOR: Staffing + Knowledge



Training: Train your staff well and consistently. Establish Protocols, Policies & Procedures.

The image shows three people standing in a field of sunflowers. On the left, a woman in a white hoodie is looking towards the center. In the middle, a woman in a purple top is smiling. On the right, a woman in a blue jacket is looking towards the center. They appear to be engaged in a conversation or activity.



Customer service mission: You are the difference. Set yourself apart by thinking of your customer experience. This is not about “the customer is always right” but about how you interact with your customers

The image shows five people standing in a field of sunflowers. On the left, a woman with long blonde hair is looking towards the center. Next to her is a woman in a purple t-shirt. In the center, a man in a blue sweater is looking towards the right. On the far right, a woman in a black top is looking towards the center. In the background, a man in a red beanie and glasses is visible.



EXTERIOR: Marketing

Marketing everywhere all at once - it's everything you do and it's all around you!

Branding is establishing your business's identity, marketing is the process of promoting your business and engaging with your customers. It is the act of creating and maintaining customer relationships.

Find your flow within your time and capabilities, both financial and skillswise. You do not have to do it all.

IS THIS THE END?

Closing notes: Always consider the customer journey

Follow your intuition, you know your space and customers best
Find inspiration, shaping what you observe in the world of retail to fit your identity will create a much more authentic and sustainable experience than just copying what someone else is doing.



QUESTIONS etc...



Please let us know if you
have any questions!

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