

Customer Expectations

...would you try to sell a new Rolls Royce in a scrap yard?



Commercial Interior Design

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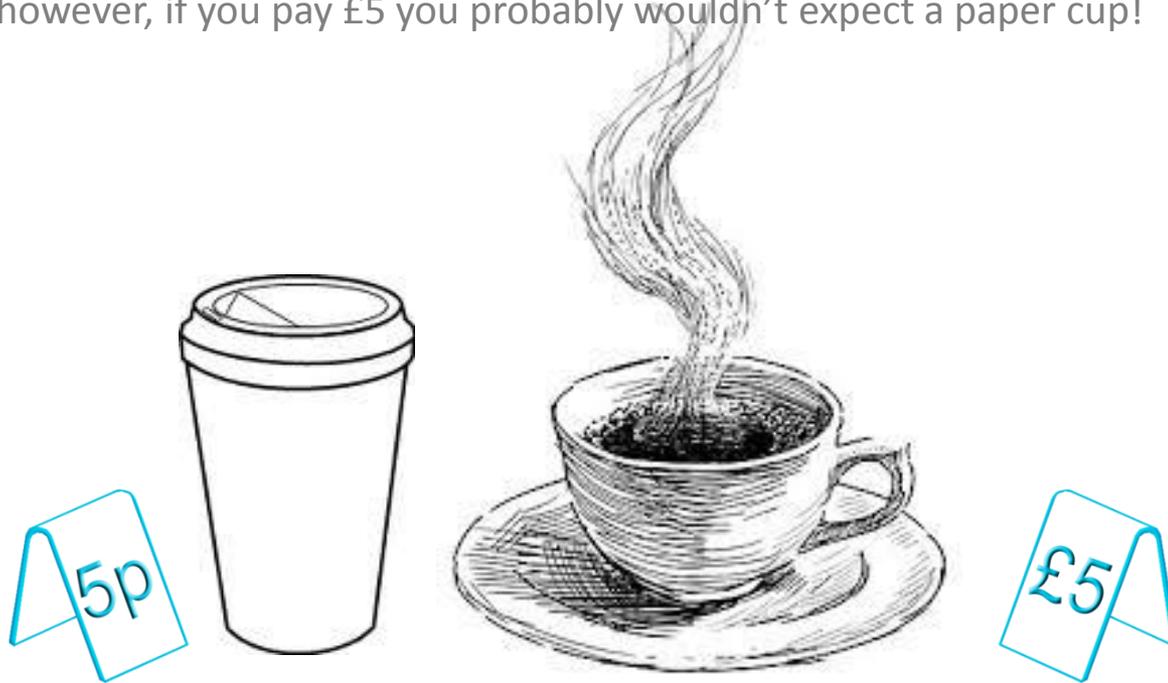
'Creating customer appeal from client understanding'™

Commercial Interiors cover a huge range of sectors from businesses to industry, High Street retail, offices, airports, schools, universities and anywhere beyond the domestic environment.

Customer expectations are driven by many factors.

There are the basics...

No one wants a dirty cup when buying a coffee, however, if you pay £5 you probably wouldn't expect a paper cup!



**The offer 'as a whole' including the setting, needs to reflect the price.
Get that wrong and you loose customers.**



"It will be all warm and cosy with big fires to cuddle by"



"I guess they call it a rustic ambience!"

Customer Expectations

"They've been going for a 100 years and it looks like it!"



"They make me wear a suit but I don't get a chair...?"





 **The setting makes all the difference.**

Making the right impression by using your surroundings as a 3 dimensional marketing tool is hugely important.

The rustic multi grains of The Breadshop loaves are reflected in the grain of the timber finishes used.



Making the appropriate statement is more important than just making a statement. White box interiors may be fitting for some high end fashion stores, but clean lines and blank canvases won't sell a hearty, seeded batch!



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Designing **The Breadshop** involved understanding the client's business plan, concept and their **customers' expectations**.

Customers never saw the traditional row upon row of product, as the concept was to fresh bake small batches throughout the day.

This was overcome by adopting a 'jewellery shop' approach where small quantities were showcased in a larger eye catching display.



THIS is when you need a *Commercial* Interior Designer!

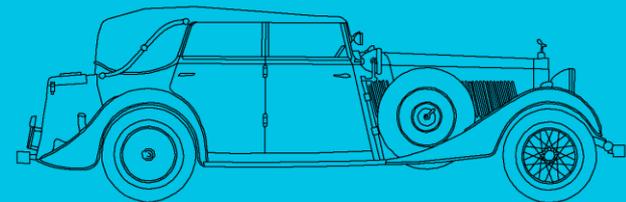


Using your *commercial interior* as a **3 dimensional marketing tool** can make your customers look more favourably on your products, services or business as a whole.

The 'currency' of 3 dimensional marketing is understanding how price point, appearance, space and equipment combine to meet customer expectations. The *Commercial Interior Designer* works with the client to create solutions that can go further, delivering benefit to staff, business image and ultimately the bottom line.

Getting a designer involved as early as possible not only will help you *create customer appeal* but will help build in operational efficiency from the start that may prove too costly to fix at a later stage.

Get in touch for a free 30 minute telephone consultation to find out how we have helped businesses like yours. Visit our website @ www.steveturnerDESIGNS.co.uk or call **Steve on 07765 023309**.



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