



BUILD ME A SHOP













We create spaces
that change how
people experience
the world.

With over 24 years of expertise and more than 1,800 successful projects, Spaceworks Interior Architecture brings a wealth of experience in transforming workplace, retail, aged care, and hospitality environments, always tailoring solutions to meet your business's unique needs.

At Spaceworks, we use design as a tool to drive business success, blending innovation with sustainable and socially responsible practices. Our focus is on creating spaces that deliver exceptional return on investment while helping your business thrive.

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A STEP BY STEP GUIDE TO THE DESIGN AND FIT-OUT PROCESS OF A RETAIL STORE



START
HERE

1

Consider the type of space you would like for your store.

2

Appoint an interior designer: Spaceworks

3

Work with your designer to establish the shopper experience, this will guide location, store positioning, size and product/ space alignment

4

Select an agent you want to work with for space possibilities - then shortlist 1-2 properties

5

Designer will complete test fit layouts, cost & time indications based on the space options

6

Negotiate lease in conjunction with designer for compliance matters

7

Designer will complete retail strategy aligned with design vision to maximise business opportunity.

8

Designer refines your brief then develops designs using 3D, VR, AR, or whichever tools best communicate the design

9

Designer lodges building consent on your behalf & completes drawing & pricing process to maximise budget.

10

Construction stage & if Spaceworks are your designer, we will project manage the build & keep on top of budget.

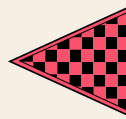
11

New fixtures, fittings, stock, merchandising & window displays are installed

12

Final sign off approvals from council, stakeholders & mall are completed

13



PROCESS BADGE

OPEN FOR
TRADE

RETAIL STRATEGY



STRATEGY
BADGE

What's Retail Strategy and Why Do You Need It?

Think of retail strategy as your secret weapon for retail success. It's the game plan that ensures every square metre of your store is working hard for you. Whether you're opening your first boutique or expanding into a new location, this strategy sets the foundation for everything.

Why Bother with a Retail Strategy?

- + **Maximise your space:** Retail space isn't cheap, so why waste an inch? A well-thought-out strategy helps you make the most of every corner.
- + **Understand your customer:** A strategy helps you dig deep into what your customers want, what they don't, and how to make their shopping experience smooth.

What's involved? Well, it's all about understanding your market, nailing down your brand experience, and aligning your space with the needs of your customers.

- + **Boost sales:** Retail strategy isn't just about design; it's about increasing foot traffic, improving customer flow, and placing the right products in the right spots to boost sales.
- + **Future-proof your store:** Markets change, trends evolve, and customer expectations grow. A solid retail strategy ensures that your store can adapt and keep up.

Top Tip: Don't rush this phase! A well-executed retail strategy is like a tailor-made suit – everything fits perfectly. It ensures your store looks great, functions efficiently, and connects with your customers in all the right ways.

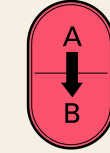
What Does the Process Look Like?

When we talk about retail strategy, we mean going beyond aesthetics. We're talking customer insights, product placement, and even how your layout can influence purchasing behavior.

- + **Customer profiling:** Who's walking into your store? Who do you want to walk you're your store? What do they want? Are you attracting a new market? Do you have a new product or service? Who do we want your customer to be?
- + **Space planning:** How do we want customers to move around your store? What do we want them to see first? How do we encourage them on their journey to see the full store?

- + **Experience:** What emotions do we want customers to feel as they enter and move through the store? How do we want them to engage with the space and products? Experience is key to brand alignment, ultimately driving their behaviour.
- + **Market research:** Understanding local trends and customer expectations allows us to gather insights that ensure your store is relevant and engaging from day one.
- + **Stakeholder collaboration:** We bring together all the key players – from store managers to merchandisers – so everyone is on the same page.

WHEN SHOULD WE START THINKING ABOUT THE PROCESS?



RELOCATION
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As with most things in life, the earlier you start, the better! Kicking off early not only gives you more time to find that perfect retail space. Plus, you'll have plenty of time to glide through the design and fitout process like a pro.

Now, whether you're a brand-new retailer or a seasoned multi-site retail business, the timing can differ. If you're just getting started in retail, we recommend going through a retail design strategy. This ensures that your designs not only look great but they maximise every inch of opportunity. For multi-site retailers branching into a new market, customer segment or direction, you'll want to allow for the retail strategy phase too.

Why? Because understanding your market and enhancing the customer experience takes time – and trust us, it's worth it! Depending on how many stakeholders are involved and if you plan to gather insights, surveys, or customer feedback, this strategy process can add an extra **2 months** to your timeline.

If you're skipping the strategy phase and have a clear direction, the process typically takes **5 months**.

That's enough time to secure the right property, negotiate the lease, and bring on your designer.

Already got your dream space? Lucky you! That means things can move a lot faster – expect a **3-4 month** timeline. And here's a bonus: many retail spaces qualify for Building Consent Exemptions, which can help speed up the process even more.

Top Tip: Taking the time to plan thoroughly is everything. A well-thought-out retail strategy can optimise your space, increase sales, and ensure that customer flow is just right. Starting early also opens the door to more cost-effective decisions, helping you stretch your budget while aligning the store layout with your brand or product. All of this future-proofs your business and sets you up for long-term success!

MULTI SITE RETAIL — WHAT TO CONSIDER



MULTI SITE
BADGE

+ Cost Optimisation: A well-designed store isn't just about aesthetics; it's about ensuring that every site operates at peak efficiency. Focus on optimising costs across multiple sites by standardising design elements, materials, and fixtures where possible, ensuring smoother sourcing and lower costs to build with each new location. Additionally, consider **bulk buying materials** to take advantage of economies of scale, which can significantly reduce costs and streamline the sourcing process.

+ Repeatability: Designing your store to be **replicable in both design and cost** is crucial for scalability. Consistent materials and layouts streamline sourcing and maintain aesthetics while keeping costs predictable. Without financial repeatability, many retailers hit a wall after the first few locations. Starting with

a scalable, cost-effective design ensures you can continue growing without escalating build costs.

+ Functional Optimisation: Each store's layout should enhance sales and the customer experience, but avoid forcing the same design into spaces where it doesn't fit. A good designer will ensure brand cohesion while tailoring the layout to the unique needs of each location. Continual improvement is key – designs should be reviewed and adapted over time based on customer feedback and evolving business needs, ensuring each store stays efficient and relevant.

+ Internal Process Optimisation: A great designer doesn't just deliver a one-off solution – they constantly refine their processes, learning from each project to improve efficiency and results.

For multi-site retailers, consistency, cost optimisation, and scalability are key to success. Whether you're opening your 5th or 50th store, each location should align with your brand story while being cost-effective and operationally efficient.

At Spaceworks, as we collaborate on multi-site projects, our aim is to streamline processes and reduce our own costs, ultimately benefiting your project without sacrificing quality.

+ Customer Insights & Behaviour: Observing customer behaviour across different sites provides invaluable insights for optimising your spaces. Analysing how customers interact with your store layout and product offering allows you to fine-tune the design, improving flow and maximising engagement with your products.

+ Risk Mitigation: With multiple locations, spreading and managing risk is essential. We strategically plan to minimise risks like increasing contractor and sub trade pricing, materials & timeline delays, council approvals, and unexpected costs, keeping each project on track.

+ Ownership of Intellectual Property (IP): Make sure you own the IP of your designs, meaning you have full control over the replication and modification of your stores as you expand. Whether it's a store layout or custom fixtures, you retain ownership, giving you the freedom to replicate success across sites.

+ One-Stop Shop: When you work with a designer like Spaceworks, we handle everything from **Design + Retail Strategy** through to fitout and project management. Whether you need support with part of the process or the whole package, we offer a comprehensive service for multi-site retailers. This means less coordination on your part, reduced double-handling costs, and the ability to deliver projects up to **25% faster** compared to traditional sequential processes.

HOW MUCH WILL IT COST TO FIT-OUT OUR STORE?

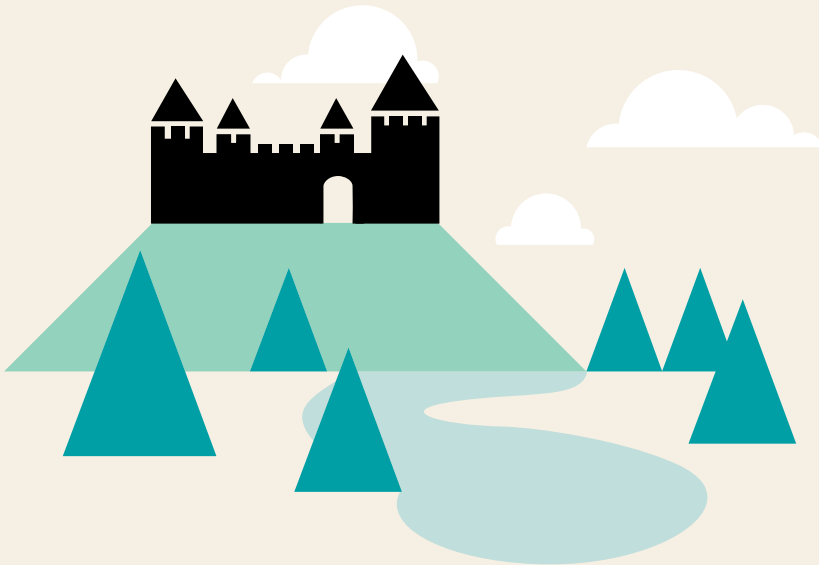


COST BADGE

It can be daunting not knowing exactly how much a store fit-out will cost, and while not all costs can always be predicted, the below table gives you an indication of what you might expect to pay.

Quality of works	Hard Fit-out & Fixtures (cost per square metre)
Minor refurb (based on extent of works)	1000 - 1300
Good - Full fitout	1200 - 1400
Better - Full fitout	1800 - 2000
Best - Full fitout	2400 - 2600

*These cost estimates do not include base build works such as air conditioning, fire services, or perimeter walls. These costs are often met by the landlord/building owner, but as always, never assume anything - be sure to check your lease details carefully.



HOW LONG WILL IT TAKE TO BUILD?



Congratulations! You've found a space that ticks your boxes for a retail store. Now comes the next big question: how long until you can open the doors? As the saying goes, "all good things take time," and retail fit-outs are no exception. However, we know retailers often work with tight timelines – and we love those projects too!

It's important to remember that retail fit-outs don't just happen on-site; – off-site manufacturing plays a significant role. This takes place alongside the building consent and mall/landlord approval stages, allowing us to hit the ground running once approvals are in place. By manufacturing key elements off-site, we streamline the installation process, reduce time on-site, and ensure a quicker, more efficient turnaround to get your store open as fast as possible.



TIME BADGE

+ 4-8 weeks: For retail strategy phase (we highly recommend it!) - this is where we get clear on how the space will work to optimise customer experience.

+ 5-8 weeks: Designing, documentation, and pricing – where the ideas take shape .

+ 3-5 weeks: Securing either a building consent exemption or full building consent

Construction timelines:

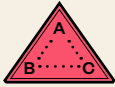
+ Kiosk or small installations: Construction to take around 1 week, depending on the complexity.

+ Refurbs: Expect 2-4 weeks on-site, depending on the scope and whether a full site closure or staging. The timeline will also vary based on extent of the refurb.

+ Full retail store: Typically, construction lasts 4-6 weeks for a standard-sized store.

+ Big-box retail or greenfield sites: Large-scale projects, construction period can range from 6-18 months, if starting from scratch with no existing infrastructure.

WHAT ARE THE KEY DESIGN CONSIDERATIONS



CONSIDERATIONS
BADGE

- + **Planning the Space:** The most critical part of any new store fit-out is planning the layout. A well-planned and designed store allows customers to easily navigate and shop in all areas, providing a comfortable and engaging experience while maximising sales.
- + **Experiential Design:** It's not just about products—it's about the experience. How do you want customers to feel and engage with your store? Experiential design creates an immersive environment that connects customers with your brand on a deeper level, encouraging repeat business.

- + **Look & Feel:** The design and atmosphere of your store are major factors in delivering a shopping experience that encourages customers to stay and browse. Carefully consider the use of colour, sound, and even scent to create the right atmosphere for your brand.
- + **Sustainable Design:** Sustainable design is more than just a trend – it's a smart business decision. There are plenty of sustainable-rated products available that not only lessen your environmental impact but often provide long-term financial savings.

- + **Sightlines:** Create visual interest by setting fixtures at varied heights to maintain clear sightlines throughout the store. This keeps customers engaged and encourages them to explore.
- + **Lighting:** Research shows that good lighting design can evoke positive emotions in customers, which can directly influence purchasing behaviour. Avoid over- or under-lighting, consider bringing in a lighting designer.
- + **Fixtures and Fittings:** Fixtures should be designed to showcase your product effectively, without competing with it. Their quality should match the value of your stock, enhancing rather than diminishing its value.
- + **Visual Merchandising:** Effective visual merchandising highlights the features and benefits of your stock in a way that attracts, engages, and motivates customers to make purchases.

- + **Window Displays:** Window displays are your chance to attract potential customers from the street. Well-designed window displays increase foot traffic and start the selling process before customers even walk in, but don't forget that the interior should reflect the quality of your windows.
 - + **Signage:** Street signage helps bring customers into your store, but effective signage inside is just as important. High-quality, well-placed signage not only helps customers navigate but also educates them about what's on offer.
- Check out the Spaceworks Retail Design Playbook for more details around the key considerations for retail design.**

WHY SHOULD WE USE AN INTERIOR DESIGNER?



Four words: **Cost efficiency** and **space optimisation**. Space costs money, so let's be smart about it! A designer ensures that every part of your store is well-merchandised and strategically planned for maximum sales and storytelling.



WHY BADGE

But there's more to it:

+ Stay in your lane: Instead of moonlighting as a designer, draughtsperson, and project manager, leave it to the experts. You focus on running your business – we'll handle the detail of your fitout.

+ Make every metre count: Designers do more than just create good-looking spaces; we make every square metre work for you. Whether it's maximising product display or improving customer flow, we ensure your space is functional, efficient, and engaging.

+ Showcase your brand: Your store should reflect your brand's personality and values. We design spaces that resonate with your customers, making sure your brand message is loud and clear from the moment they step inside.

+ Boost sales: A well-designed store isn't just aesthetically pleasing – it influences customer behaviour. By optimising layout, sightlines, and lighting, we can help improve customer engagement and ultimately, boost your bottom line.

+ Sustainability matters: From eco-friendly materials to energy-efficient lighting, we ensure your store looks good and does good. Meeting your sustainability goals is easier when design incorporates thoughtful, green solutions.

+ Future-ready: Planning ahead is key. Whether you're looking to expand, change your product mix, or keep up with the latest trends, a designer ensures your store is adaptable and future-proof.



spaceworks.co.nz

Spaceworks HQ

09 551 6020

Ironbank Building
305/150 Karangahape Road
Auckland 1010

+ Auckland

+ Hamilton

+ Tauranga

+ Wellington

+ Christchurch

+ Queenstown