

Last Minute Duty Free



Project Brief

The project brief was to design a small duty free near the departure gates of the International terminal of Rajiv Gandhi International Airport, Hyderabad, Telengana for the last minute shoppers in an area of 358 sq.ft. approx.

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|----------------|---|----|
| Content | 1. Introduction | 1 |
| | 2. Project Objective | 2 |
| | 3. Scope | 18 |
| | 4. Background study | 21 |
| | 5. Methodology- | 25 |
| | 6. Research and covering the details of the primary and secondary data collection and compilation | 27 |
| | Concept- with all evidenceson doodles/ design development stages | 29 |
| | 7. Execution- Deliverables and Prototype of the final product (visual) | 30 |
| | 8. Logbook/ Milestones/ Timeline | 55 |
| | 9. Conclusion | 70 |
| | 10. Bibliography | 75 |
| | 11. Annexure (*): containing the doodles, work flow during concept development stage, Research tools, references, large format technical drawings, etc. | 77 |

Chapter 1
About Sponsor and Client

FRDC (Future Research Design Company) is an umbrella organization with a vision of serving Indian Industries with a 360 degree Design approach in order to add value to their Products, Brands and Service.

FRDC in strategic alliances with International Design houses, provides Tailor made full design services for Retail, Hospitality, Recreational, Banks, Telecoms, Public Places and Luxury Residential. Design is a key differentiator in today's market place, where convergence and integration of technologies and streamlined outsource methodology has minimized products differentiation for customers. It is through Design, that Retailers, Brands and Manufacturers can offer a higher perceived value for their products and services. Customers demand 'greater experience' and more values for the money they spend, and thus its imperative that Industries recognize this fact sooner than their competitors.

Design Process

At FRDC, we peep into and visualize the future of design in the growing

sector of Indian Industries. Strategizing our key role in this changing scenario, we develop business models, according to requirements of the Industries. These business models work as 'Incubators', till they grow to their full potential. FRDC Incubators: First Client Meeting - Problem Identification and Analysis - Goal Formulation and Strategy - Research and Knowledge Management - Collection of Raw Materials - Idea Development - Preliminary Presentation - Idea Evaluation - Presentation - Implementation

Design Team

FRDC is a pool of professionals working as 'Think-Tank'. The core team is drawn from Design, Engineering and Management background. Each member demonstrates key achievements in his/her domain. The core team drives initiatives for the group.

Founder and Director: Mr. Sanjay Agarwal



FRDC's clients, to name a few.

Chapter 2

Project Objective

FRDC was approached to re-design their Arrival and Departure Duty free. Along this process a need for another compact duty free was realised near the departure gates as, the departure duty free was far from the gates. Since most travellers are cautious and going through travel anxiety they reach their designated departure gates way ahead of time. In case of delayed flights or waiting they do not prefer going back to the duty free to shop. To tackle this problem, 'LMDF' or the 'Last Minute Duty Free' was introduced near the departure gates.



2.2 Scope

The scope of the project is to understand the increasing need for the airport retail at Hyderabad Airport and design a new duty-free for them. While tackling the problem of low sales at departure, due to the distance, the concept had to be unique and developed in a short time span.

The scope of work includes:

1. Generic retail research, travel retail study.
2. Market and consumer study
3. Analysis and exploration
4. Conceptualising
5. Planning of the area of the duty-free
6. Designing of the interior spaces
7. Development of the unit, wall finishes, textures, materials, display gondolas, cash counter, signages, ceiling treatment, flooring layout, facade and all other elements.
8. Services and detailing.

9. Developing soft experience such as fragrance, attire and music.

10. Detailing of the space.

11. Mock up and scaled prototype

Chapter 3 About the Methodology

A lot of qualitative and quantitative research has been done to come up with the final concept.

The process followed during the project:

Project Brief-

Understanding the project brief and its context.

User Study-

Understanding and studying the behaviour of a user by conducting a user study through surveys and observations. Creating user personas according to the lifestyle of the user.

Market and Case Study-

Observing duty-free stores around through, visits and online case studies. Understanding retail experience. Analysing the observations and coming up with inferences

Concept Development-

Coming up with a revised design brief through inferences and client requirement. Mindmapping different lifestyles and creating mood boards. Collecting references from web pages and books.

Ideating on different approaches. Finalising a design by comparing pros and cons of all the options. Making mockups to get a visual idea of the concept.

Detailing-

Figuring out materials, hardware, lighting, fixtures and dimensions. Making material board. Creating technical drawings for production.

Prototyping-

Making a scaled down prototype of the final concept that shows almost all the details.



Chapter 4

Market Study (Retail)

Retail comes from the Old French word *tailler*, which means “to cut off, clip, pare, divide” in terms of tailoring (1365).

It was first recorded as a noun with the meaning of a “sale in small quantities” in 1433.

Like in French, the word retail in both Dutch and German also refers to the sale of small quantities of items.

Retail means the sale of commodities or goods in small quantities to ultimate consumers; also: the industry of such selling to sell goods usually in small quantities to the person who is going to use them rather than to someone who is going to sell them

A retailer, or merchant, is an entity that sells goods or commodities directly to consumers, through various distribution channels with the goal of earning a profit.

In simple terms, retail means that you, the product manufacturer or producer, sell your product directly to the consumer. Selling wholesale means you typically sell your product in bulk quantities to a “middle man” who in turn sells it to the



RETAIL IN INDIA

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country’s GDP and around 8 per cent of the employment.

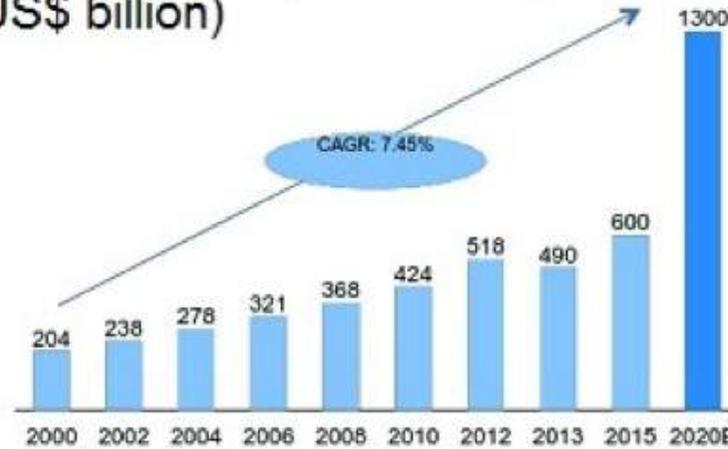
The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market.

The India Retail Industry is gradually inching

A large young working population with median age of 24 years, nuclear families in urban areas, along with increasing workingwomen population and emerging opportunities in the services sector are going to be the key factors in the growth of the organised Retail sector in India.

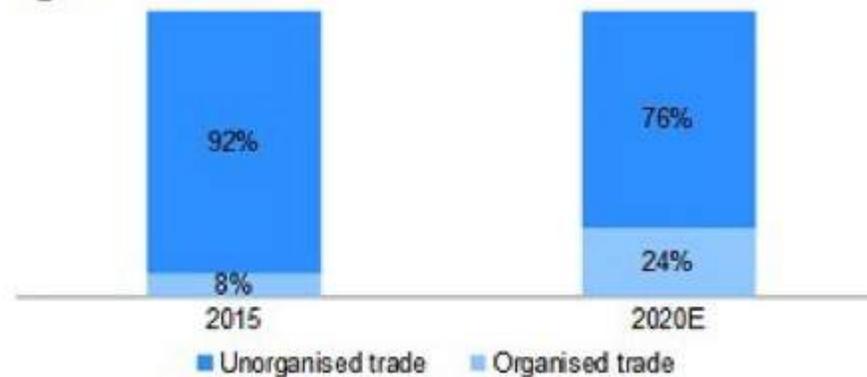
The growth pattern in organised retailing and in the consumption made by the Indian population will follow a rising graph helping the newer businessmen to enter the India Retail Industry.

Market size over the past few years (US\$ billion)



India’s retail market size would be around INR 84, 640 billion

Significant scope for expansion in organised retail



Most of India’s market currently is unorganised, but there is a gradual shift expected in the coming years to organised.



GRAPH ANALYSIS

In 2015 the total market size was around US\$ 600 billion, thereby registering a CAGR of 7.45 per cent since 2000.

Retail industry is expected to grow to US\$ 1.3 trillion by 2020, registering a CAGR of 9.7 per cent between 2000-2020.

There are over 15 million mom-and-pop stores.

Between FY09-13, organised retail in India witnessed a CAGR of 19-20 per cent.

4.1 TYPES OF RETAIL STORES



i. Department store: Very large stores offering a huge assortment of goods.



ii. Discount store: Offer a wide array of products and services at cut off price.



iii. Warehouse store: Offers low-cost, often high-quantity goods piled on pallets or steel shelves.



v. Demographic: Retailers that aim at one particular segment



vi. Mom-And-Pop: A small retail outlet owned and operated by an individual or family.



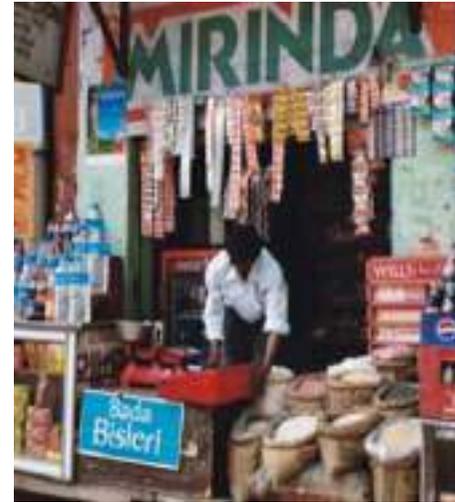
vii. Specialty store: This store has a narrow marketing focus



viii. Boutique: These similar to specialty stores. They are run by the brand that controls them



ix. General store: A general store is a rural store that supplies the main needs for the local community.



x. Convenience store: A convenience store provides limited amount of goods at average prices with a speedy checkout



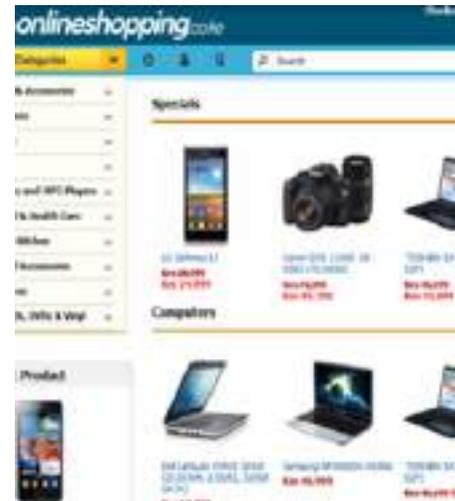
xi. Hypermarkets: Provides variety and huge volumes of exclusive merchandise at low margins.



xii. Supermarket: It is a self-service store consisting mainly of grocery and limited products on non food items.



xiii. Mall: It has a range of retail shops at a single outlet. They can include products, food and entertainment under one roof.



xiv. E-tailer: The customer can shop and order through the internet and the product is dropped at the doorstep



xvi. Airport Retail: This refers to the stores and shops found at the airport.

4.2 TRAVEL RETAIL

Travel retail is the business undertaken in all the shops located in duty free areas or any areas dedicated to travellers.

This market should double in the next ten years.

With 30% of total sales, beauty - fragrances and cosmetics - are the best-selling products in this channel.

The travel retail's consumers are global shoppers: they are not only shopping where they live but wherever they are, both in their local and destination markets and when travelling



4.3 TRAVEL RETAIL IN INDIA

Air travel is no longer considered to be expensive and there are frequent traveler. Hence, quite a number of retailers are considering the opportunity available at airports.

Retail has always been about two primary things: consumer's time devotion and the point of sale (the area, space, and format). Travel retail is unique as it best uses both these factors.

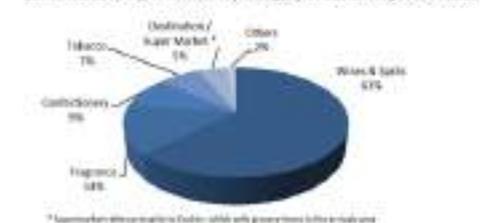
The current retail-tenant profile at Indian airports includes brands ranging from apparel to wellness, convenience, travel and books, electronics, fashion accessories, opticals/ sunglasses, watches, jewellery, F&B, perfumes and cosmetics, wine and liquor as also travel accessories.

The renovation of most major airports is underway with large dedicated areas for retail stores.

Recently opened T2 terminal at Mumbai Airport for instance, has about 700,000 sq ft area dedicated to retail.



International Duty Free Sales by Category at Indian Airports FY2012



Wine and spirits tops the sales, followed by Fragrance and confectionaries

4.4 REASONS FOR GROWTH OF TRAVEL RETAIL IN INDIA

The world travel retail industry is estimated at around \$40 billion. Not only is the turnover expected to double in the next decade but bulk of this growth is likely to come from the Asian region.

In India, Delhi and Mumbai are at the forefront of travel retail business, followed by Bangalore and Kochi.

Travel retail in India is booming making airports the new retail destination in the country. Brands are expanding their footprint at key airports across India.

What lies in store is not only high number of footfalls but also getting the right consumer mix, including the high disposable income group besides, of course, the elite class.

Another factor which encourages retailers to focus on airports is that there has been a major transformation in the look of airports which is "upmarket" and offers a great shopping environment.

At airports people indulge in impulse buying, therefore, it is crucial for the layout of the store to be attractive so as to attract customers.

In India, travel retail in the coming year will be better than ever reasons being are:

- a) Aviation policy, which serves to grow overall aviation market.
- b) constant growth of middle class.
- c) growing awareness and preference for branded products

4.5 CHARACTERISTICS OF TRAVEL RETAIL IN INDIA

Greater convenience, broader variety, better value and customer service are now given top priority in airport retailing.

Some of the goods and services offered in airports depends on the geographic, demographic and economic specificity of the region where the airport is located.

Airport retailers must also meet the unique shopping patterns and specific needs of air travelers, which can be defined through the following elements:

1. Time: Speed of service and quick or preferably no-lines of customers needing attention/waiting to buy.
2. Convenience: Importance of store layout, access and location (air travelers' mobility can be seriously limited because they are carrying handbags, briefcases, garment bags, etc), business hours should also conform to travel time.

3. Appearance and cleanliness: Appealing window/store displays to attract browsing travelers.

4. Product variety and quality: Airport retailing consists of retail duty-free, travel value shops, food and beverages and services (banking, money exchange and communications). Air travelers look to buy forgotten items, last-minute gifts and supplies like business equipment or refreshing and relaxing-themed products like cosmetics and skin-care products.

5. A New Dimension: Many retailers may think of airport retailing as just a market diversification strategy, but this perception may lead to negative results if the airport environment is not taken into consideration. Just because a concept works in a mall does not mean it will work in an airport. The best airport business proposals are the ones that include a thoughtful, thorough analysis of the product; how it appeals to the target airport shopper and how the business will be visually merchandised and managed.

4.6 AIRPORT V/S MALL SHOPPER



Shoppers visit a mall with the primary purpose of shopping, but people at an airport are generally there for one of three reasons:

- i. To travel.
- ii. To pick up or drop off someone who is traveling
- iii. To work at the airport.

Thus, shopping is at best a secondary consideration for airport visitors.



Airport shoppers may have higher stress levels due to travel anxieties.

The customer demographic in the airport is more affluent than at malls due to the influx of business and international travellers.

Due to the fast-paced environment of the airport, many shoppers are not in the proper mindset to browse.

Product sizes and quantities are major concerns for airport shoppers.

Airport shoppers frequently buy gifts for those at home, so the gift market is the primary product category they seek.

4.7 DUTY FREE

Duty free & travel retail is a global industry selling goods to international travellers. Sales in duty free shops are exempt from the payment of certain local or national taxes and excise duties, normally with the requirement that the goods are only sold to travellers who will take them out of the country.

A duty is simply a tax. Thus, duty-free items are tax-free.

Duty free & travel retail generates vital revenues for the aviation, travel, tourism and maritime industries.

At airports across the world, retail is now the largest contributor to non-aeronautical income.

Duty Free generally has two zones - Arrival Duty Free (one at the arrivals) and Departure Duty Free (one after you check-in for departure)

Both these zones can have open retail stores (different brands under one roof) or Individual stores (one particular brand)

4.8 INFERENCE

Retail in India is continuously and will continue to grow in coming years, primarily because of its growing middle class and brand awareness.

Travel retail is booming because of increased number of travellers due to globalisation and increased expendable income.

Retail space should be designed very statically to attract and make the customer stay longer.

Most customers seek gifts and souvenirs at Airport.

Grid layout is the most preferred layout because, it is simple to understand, avoids confusion, breaks monotony while exposing the products well to its potential buyers.

In India, travel retail in the coming year will be better than ever reasons being are: better aviation policies, constant growth of middle class, growing awareness and preference for branded products.

Chapter 5

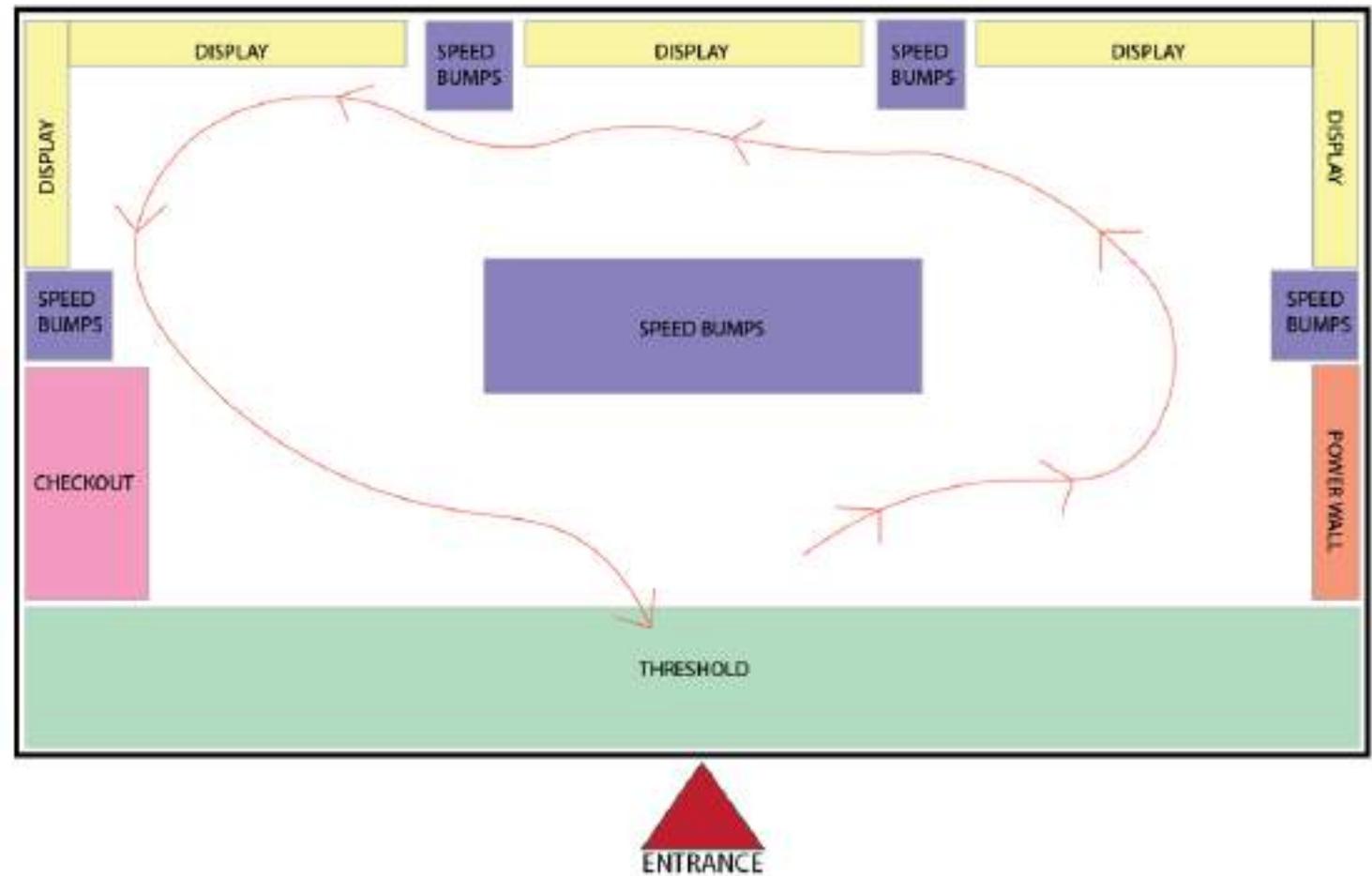
Retail Strategy

After multiple studies and analysis online a pattern or a design strategy was formalised.

This design strategy gave the idea of an ideal layout of the store depending on customer behaviour and their interaction with the space.

Based on the same, the store was divided into various parts and regions.

This strategy gives a bubble diagram or a zoning plan for the retail space.



CASE STUDY- IDEAL STORE LAYOUT (Chumbak, Hyderabad)



1. Enter the Threshold, The threshold area, also known as the “decompression zone”, is the very first space that prospective customers step into when they enter the store. It’s also the space where your customers make the transition from the outside world and first experience what store has to offer. Since they’re in a transition mode, customers are more likely to miss any product, signage, or carts you place there. They also make critical judgements like how cheap or expensive your store is likely to be and how well coordinated your lighting, fixtures, displays, and colors are.

2. Then, Off To the Right, 90 percent of consumers upon entering a store will turn right unconsciously. The first wall they see is often referred to as a “power wall”, and acts as a high-impact first impression vehicle the merchandise, so be sure to give it extra special attention in terms of what the store chooses to display and how to display it.



3. Have Them Walk a Path, knowing that the customers want to turn right, your next job is to make sure that as they do that, they also continue walking throughout your store to gain the maximum exposure to the products. This not only increases the chances of them making a purchase, but a well thought-out path can be a great way to strategically control the ebb and flow of the traffic in the store.

4. Slow Them Down, With all the effort and time put into properly merchandising the products, the last thing store wants to happen is for incoming customers to promptly hurry past them, ultimately limiting the number of products they'll purchase. One way retailers combat this is through creating breaks or what are sometimes referred to as "speed bumps." Essentially, this can be anything that gives customers a visual break and can be achieved through signage, and special or seasonal displays.

5.1 TYPES OF RETAIL LAYOUT

Retail store broadly flow any of these 5 layouts as their basic space organisation.

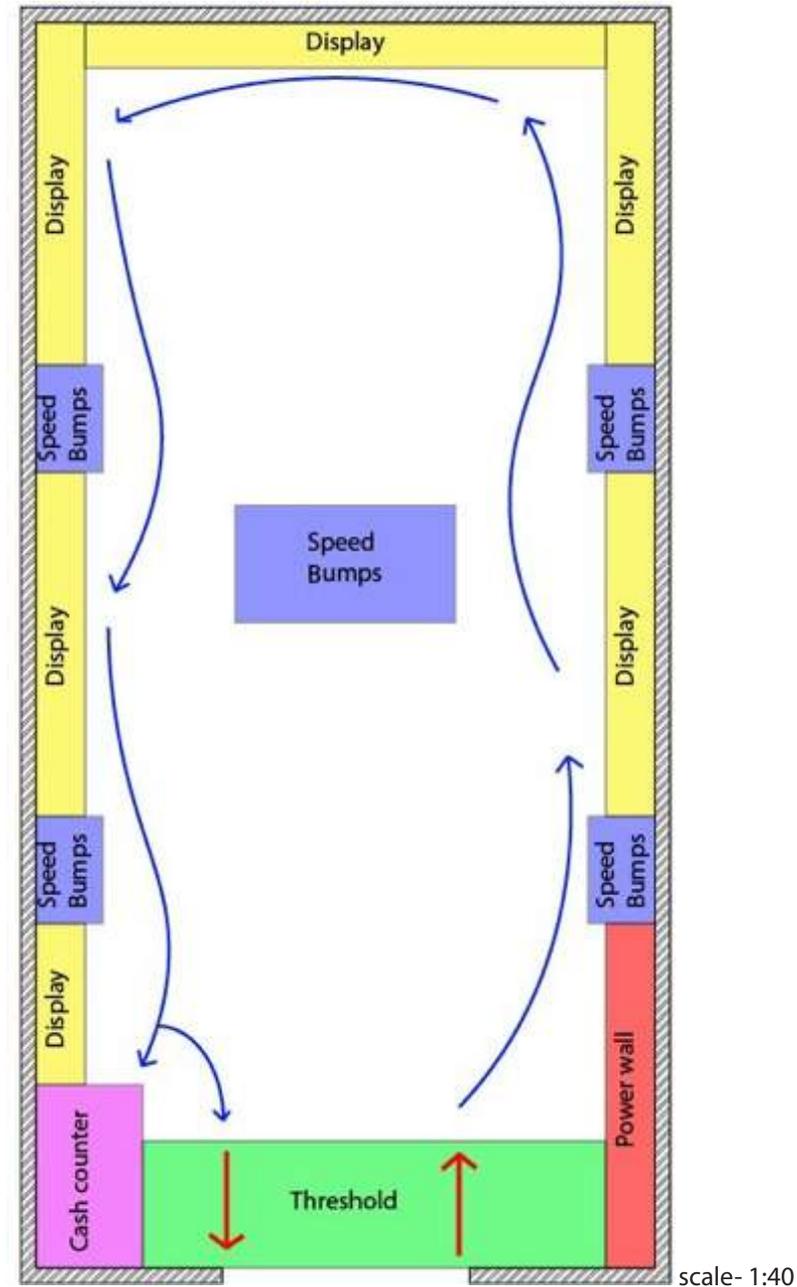
In 'Along wall' Display shelves and racks are placed in a U-shape along the walls of the store.

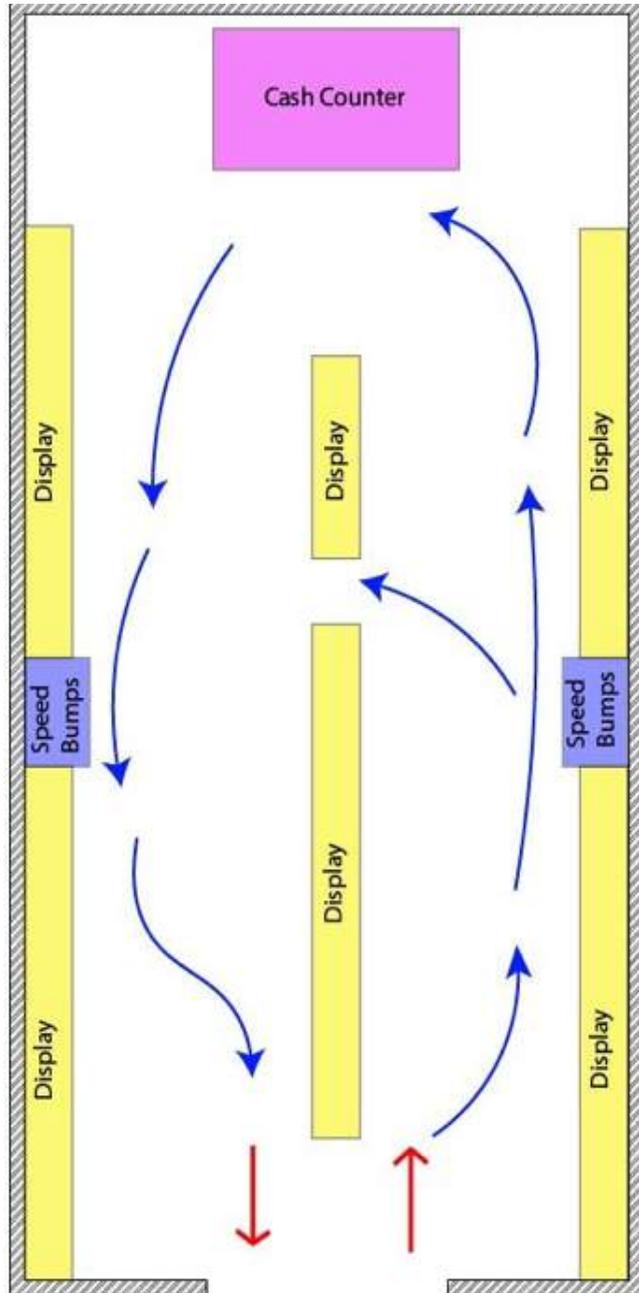
In 'Linear Layout' display is linear and simple.

In 'Free flow' random patterns are followed.

In 'Grid' all racks are placed in a grid form at 90 degrees.

In 'Spine' all display is aligned along a pathway.





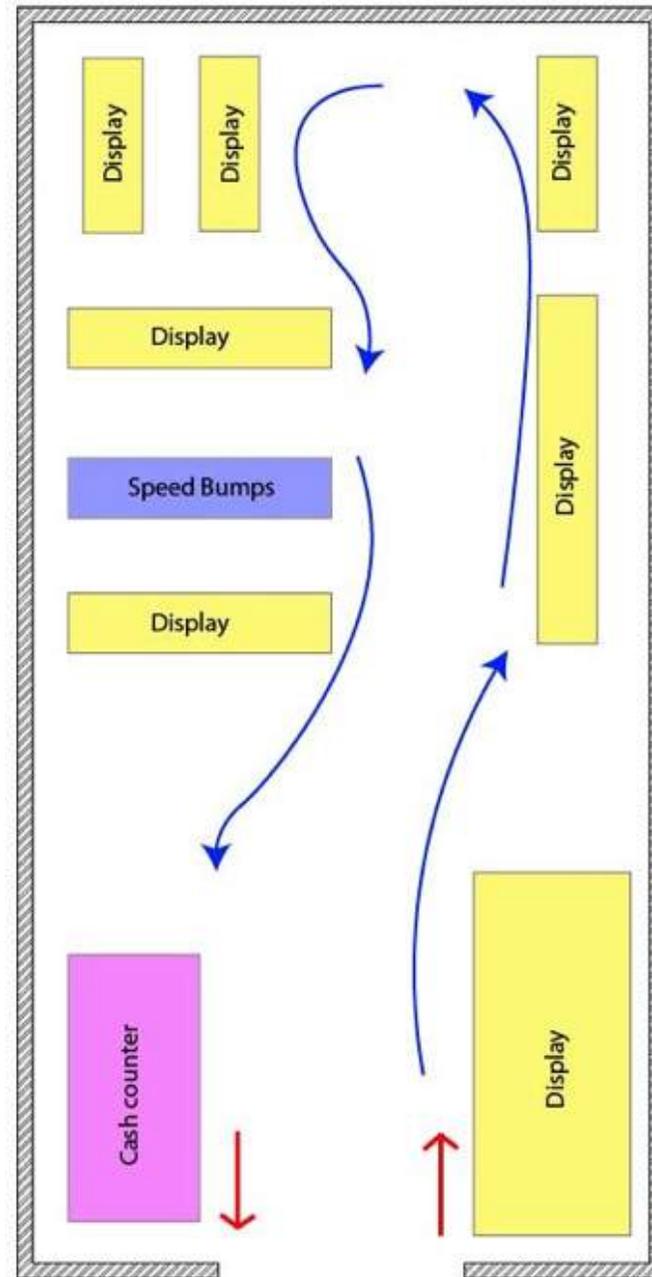
LAYOUT 1- LINEAR

Pros-

- Simple to follow
- Easy movement
- Space saving

Cons-

- Monotonous
- Visually exhausting



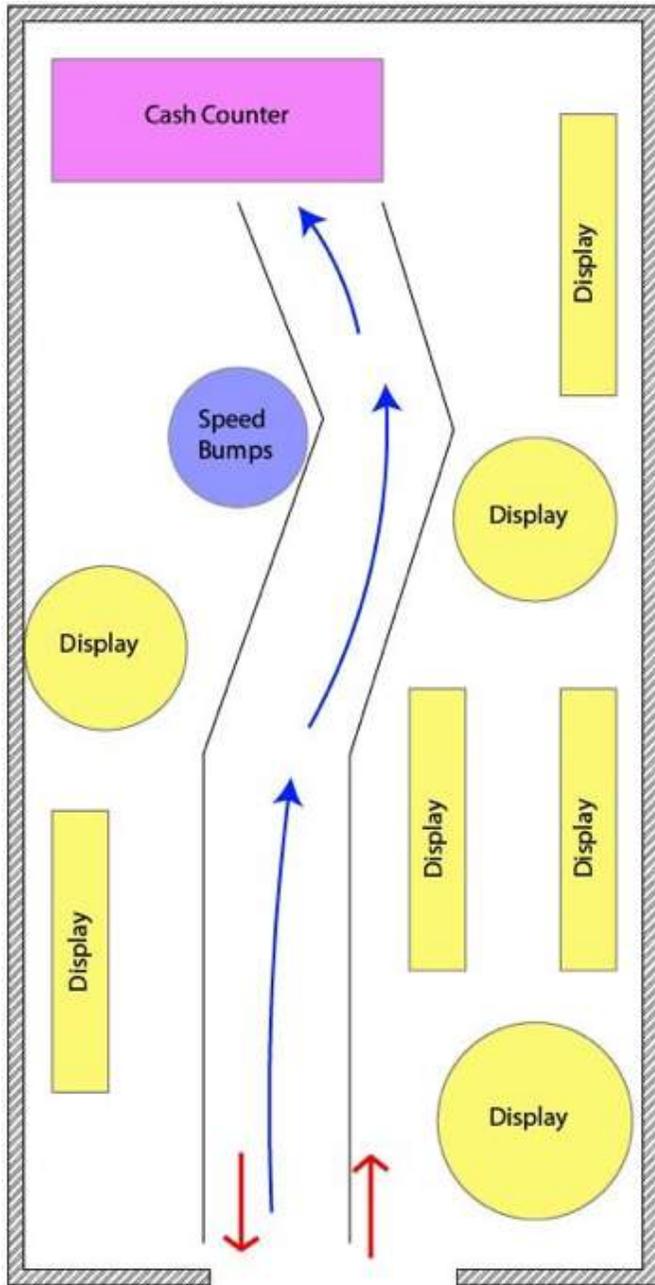
LAYOUT 2- GRID

Pros-

- Proper spacing
- Space exploration
- Breaks monotony

Cons-

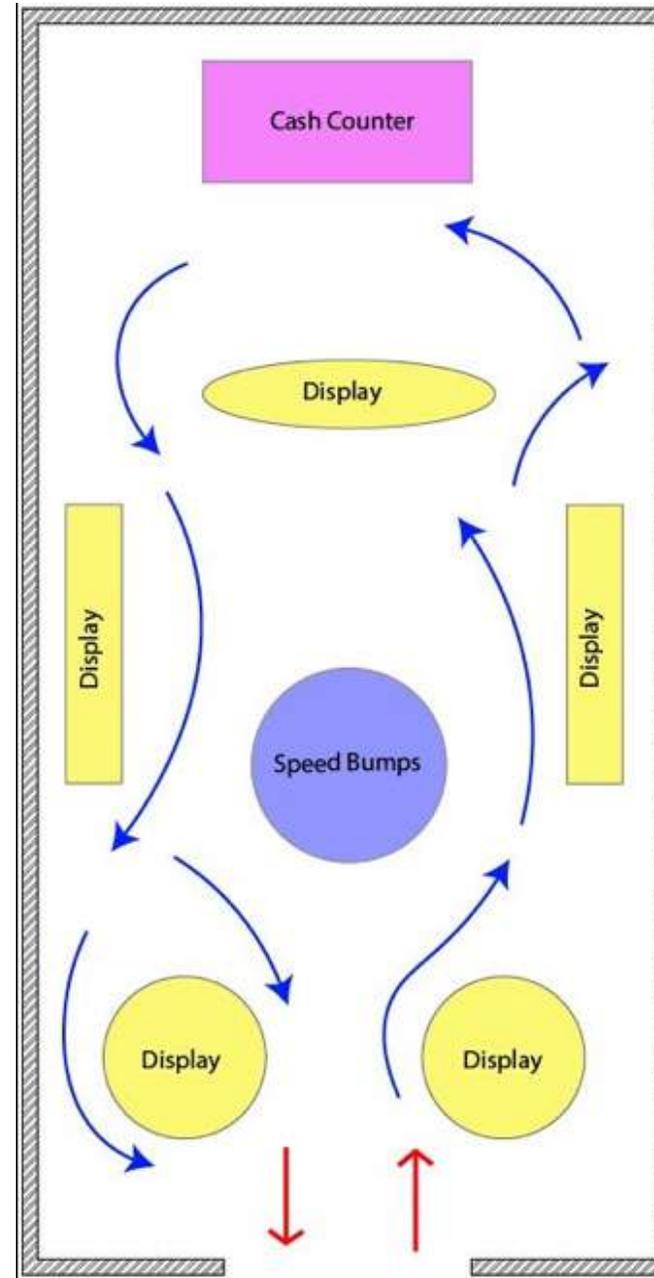
- Could be confusing
- No path for the customer defined.



LAYOUT 1- SPINE

Pros-

- Definite path
 - Spacious
- Cons-**
- Cluttered
 - Space consuming



LAYOUT 2- FREE FLOW

Pros-

- Space exploration
- Easy movement
- Exciting layout

Cons-

- Confusing
- Visually exhausting
- Space consuming

Chapter 6

Market Study (International Duty- Free)

I. MUNICH DUTY FREE

Munich Airport, Germany: Flughafen München, is a major international airport near Munich, the capital of Bavaria.

TYPE: Duty Free/Travel Value.

Daily - 5:00 a.m. - 9:45 p.m.

Offer - perfumes, cosmetics, spirits, sweets, accessories.

Designed by - Gruschwitz & Umdasch Shop-fitting.

Terminal 2 was extended and created an additional processing capacity of 11 million passengers per year.

Highlights including metal figures, a cosy beer garden atmosphere and a modern interior create an emotional shopping experience for travellers and shorten the waiting times.

Umdasch Shopfitting developed the interior across a floor area totalling 2,000 m²; the installation was carried out between the end of February and the beginning of April.

Approach to the duty free is wide and open and gives the customer enough space to stand and see the space.

The open space and wide entrance without a specific door or shutter gives the on going traveller enough space to browse through the store.

The display units have been given interesting forms.

Lighting is used to catch attention the space.

Signages and logo are strategically placed for proper viewing.



Pros-

Layout is neat and clear.

Visual segregation through ceiling and flooring and sub categories.

Inclusion of Munich's famous personalities, connection to the city.

New and interesting use of materials.

Prevalence of the brand identity in space.



Cons-

Overall appearance is dull.

Signages placed way above eye level, difficult to spot.

Doesn't grasp much attention of the passing by traveller.

Display and visual merchandising is not modern.

Absence of interactive screens/panels.

Hotspot not very catchy from a distance..



II. SYDNEY DUTY FREE

Project name: Sydney Airport Regionals

Client: Heinemann

Location: Sydney, Australia

Status: Built, 2016

Size: 210 m²

Inspiration: Sydney sandstone formation in Sydney harbour.

LAVA's design for the 'regional products area' is an abstract representation of Sydney Harbour with headlands, inlets, coves and beaches. Featuring living Australian bush, the cave-like shelves create an experiential showcase for regional Sydney products.

The retail layout captures the topography of the harbour inlets as seen from the air. Just as the harbour foreshore is different in every spot, so too the curved display stands are each unique, in shape, height and size.

On top of each display tufts of living Australian plants cascade over, referencing the green flora on top of the cliffs of the harbour.

They wanted tourists to remember Sydney by its unique setting on harbour.

They did not believe that using stereotypes like the opera house and kangaroos would work.

Concept strongly and uniquely connects with the identity of Sydney.

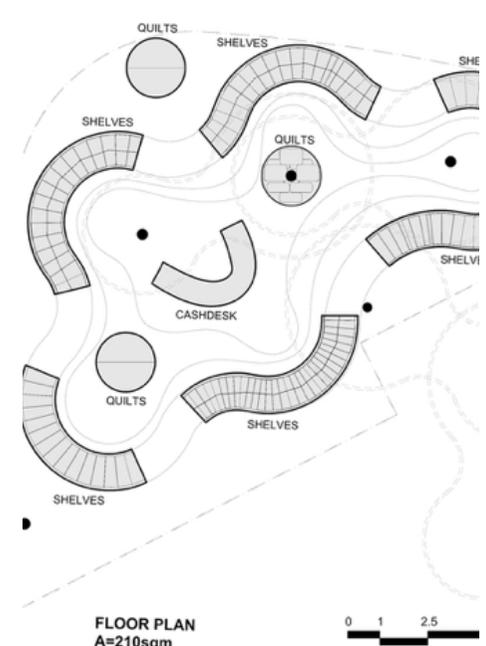
Color palette used: Subtle, Natural.

Use of natural Australian plantations.

Interesting and spacious spread of the retail display over the space.

Circulation in the layout is well planned.

Cash desk centrally placed.



Pros-

Inspired from nature and natural color palette.

Strong Identity incorporation of Sydney, unique.

Well blended and in harmony.

Flooring and ceiling in sync with the display units and space.

Visual segregation via flooring and ceiling.



Cons-

Display doesn't stand out.

Shelf/display space is minimal.

Shelve height extreme.

Interactive screens are missing.

Signages blend and don't catch attention.

Hotspot absent.



III. TRONDHEIM DUTY FREE

Location: Værnes Airport Trondheim, Norway

Project: Duty Free Shop, Regionals Area

Building period: November 2013 – March 2014

Area: 62 m²

Trondheim historically Kaupangen, Nidaros and Trondhjem, is a city and municipality in Sør-Trøndelag county, Norway.

The project has two main objectives. First, to show the uniqueness of the city and its cultural heritage. Second, to create something authentic and real, in stark contrast to the otherwise artificial and sterile environment of the airport.

Hiding behind the facades of Trondheims unique wooden buildings are the backbones of Norwegian building tradition, the timber log structures.

This way of building is several centuries old, and still in use today. Trondheim is also known for its steel industry related to shipping and seafare, another integral part of Norwegian cultural heritage.

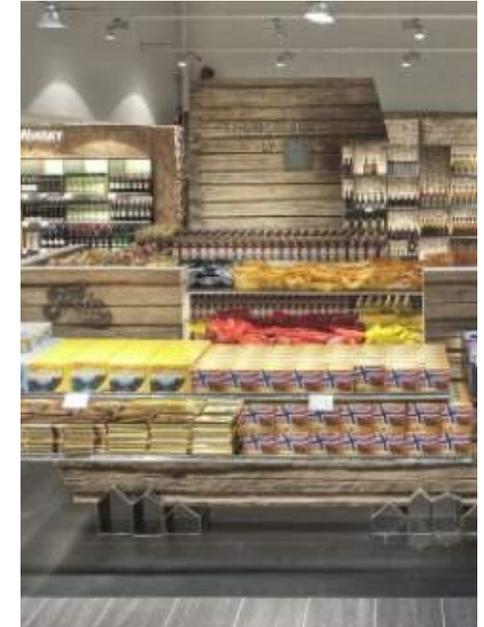
The began the process by searching for an old, traditional log house typical for the Trondheim-area.

The log house we ended up with dates back to the 1880s.

After saving it from certain destruction, it was carefully dissected and moved it to an indoor building hall.

The rotting logs were removed, and the shape of the remaining structure dictated the design.

The steel shelves are burrowed deep into the timber logs, with each module containing a complex network of electric wiring, supplying the shelves with LED-lights.



Pros-

Uniqueness and culture of the city well reflected.

Authentic and real design.

Eco-friendly and recycling of materials.

Signages were provided.

Flexible and interesting use of the same material.



Cons-

Signages merge.

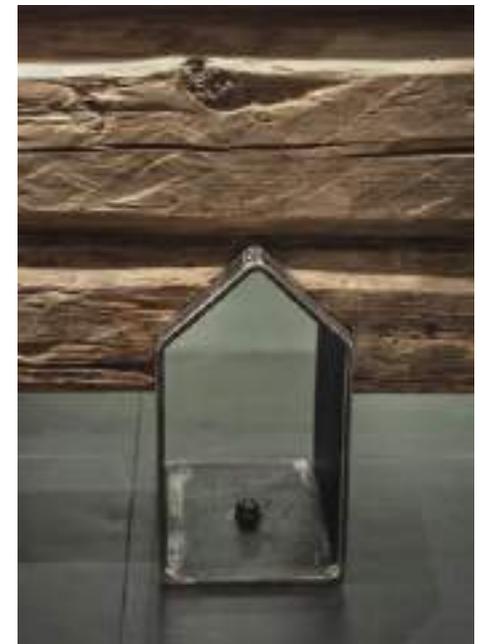
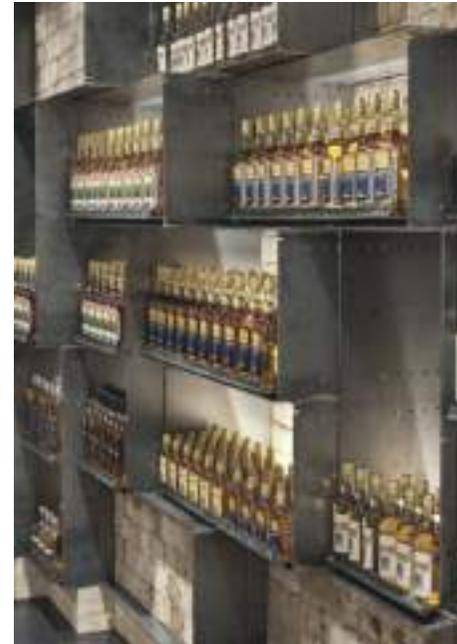
No subcategories.

No focal point.

No branding.

Signages dont catch attention.

Hotspot absent.



6.1 Market Study (Indian Duty- Free)

I. DELHI DUTY FREE

Project name: Delhi Duty Free Service (DFFS)

Location: Airport Building 302, New Udaan Bhawan Complex, Near Terminal - 3, IGI, Airport, New Delhi

Built: 2000, rebuilt 2010.

Delhi Duty Free Services Pvt. Ltd. (DDFS) is a joint venture company between DIAL (Delhi International Airport Limited), Yalorvin Limited is a subsidiary of Aer Rianta International cpt. (ARI) and GMR Airports Limited.

DDFS is a single largest duty free retail operator in India operating out of T3, the 6th largest single terminal building in terms of floor area.

As India's progressive economy continues to grow, DDFS sees an exciting opportunity within the airport retailing business ensuring Delhi Duty Free is established as one of the world's prominent travel retail shopping experiences and destination.

Approach to Delhi Duty Free was open, most of the shops open into the customer/lounge area and don't have a facade.

Flooring was vitrified tiles.

Height of the Duty free stores in comparison to the airport was less (about 15')

The signage was backlit and huge, hence caught attention.

There were a number of backlit ad screen put up to attract customers.

The design and colour was basic and not eye catching.

Not hotspots.

Lights- track and spot lights were dominant in the space.

The layout of the store in the front was linear and simple.



Pros-

Unique Design installation.

Most of the gondolas have digital interaction

Circulation space given is ample.

Few areas use design elements in the space.

Visual segregation via flooring and ceiling.



Cons-

No facade/ separation, blends with the lounge area.

No subcategories of brands were mentioned.

No cultural Identity was used in the space design.

No branding.

Identity of the brand was missing in the space.



II. MUMBAI DUTY FREE

Project name: Mumbai Duty Free (MDF)

Location: Chhatrapati Shivaji Int'l Airport, 2C Arrival Air Side, Mumbai, Maharashtra 400099

Duty free started - 1960

It is the second busiest airport in the country in terms of passenger traffic and international traffic after Delhi

The airport is operated by Mumbai International Airport Limited (MIAL), a Joint Venture between the Airports Authority of India and the GVK Industries Ltd led consortium

The new integrated terminal T2 was inaugurated on 10 January 2014

Indian art and culture is displayed along walk way to duty free.

The theme colors are black, white and red.

Huge sign of duty free is mounted on the top of the entrance, eye catching, branding.

Lines like, 'maximise your allowance' used to grab customers attention, targeting main problem of luggage weight with shoppers.

Check out counter at the entrance.

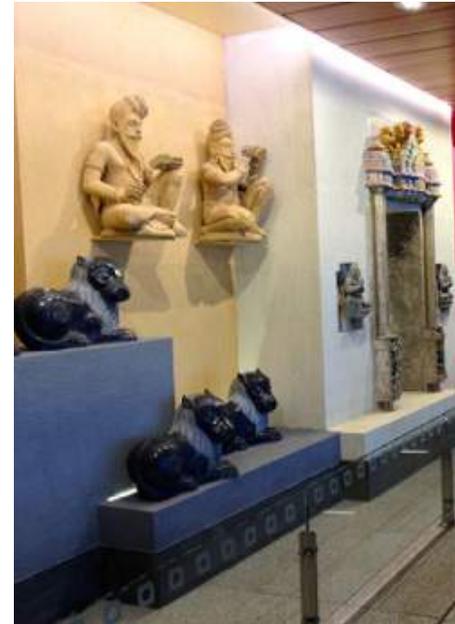
Head boards are backlit.

Display screen mounted on the cash counter.

Layout of the store linear and gradual change to grid.

Lot of digital display, more interactive.

Gypsum false ceiling with recessed lights, spot lights, AC vents, sprinklers, fire alarm, mounted.



Pros-

Heavy branding and Identity relevance in space.

Cultural reflection India in space.

The individual stores have a brilliant layout.

High technology used in individual stores of the duty free.

Space is in harmony.

Different design approach used for most of the stores.

Cons-

Cultural identity is not incorporated in the retail.

Signages aren't very catchy and fail to grab attention.

Technology can be increased in the store.

space lacks sub branding.



III. BENGALURU DUTY FREE

Kempegowda International Airport is an international airport serving Bangalore, the capital of the Indian state of Karnataka.

It is owned and operated by Bangalore International Airport Limited (BIAL), a public-private consortium.

As of 2015, Kempegowda Airport is the third busiest airport by passenger traffic in the country, behind the airports in Delhi and Mumbai.

The airport consists of a single runway and passenger terminal, which handles both domestic and international operations.

Re-designed and re-named in 2009.

It showcases a touch of tradition along with best of duty free shopping for one of the busiest airports in South India.

Bangalore Duty free, also like others has various segments. Mainly Arrivals, Departure and independent stores spread across the terminal.

On first look, the duty free lacks attention seeking elements.

The signage is basic and not very attention catching.

Visual separation through flooring.

Retail display pattern- Linear and wall mounted display.

Flooring- Vitrified tiles, different along the circulation path, sub-consciously guiding the customers.

False ceiling follows a tessellated pattern of flowers with LED panels lights placed at equal intervals.

Ceiling material- designer gypsum panels.

LED circular rings incorporated in the ceiling to highlight areas below.

Display type- Grid layout.



Pros-

Highly organised display.

Cultural reflection India in space.

Flooring, ceiling and the entire space is harmony.

Design elements used to grab attention.

Space is in harmony.

Social responsibility.

Cons-

Sub categories missing, there are no mentions.

No interactions in the space, therefore short attention span of customers.

Too much variation in the space and flow breaks.

No continuity of theme or ideas.



6.2 Market Study (Technology)

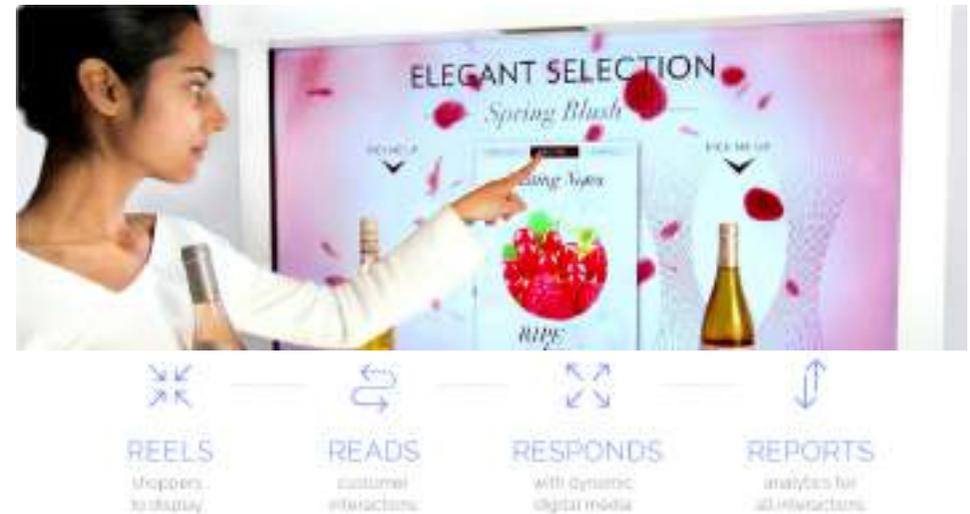
PERCH TECHNOLOGY

Perch is a robust turnkey system consisting of Perch Display hardware, Perch Core software and the Perch Cloud.

These three technologies work together to provide dynamic, interactive media platform for product display with built-in shopper analytics.

Perch unites physical products with digital content to engage shoppers and analyse their behaviour.

Perch merges digital & physical to meet the needs of modern brands and retailers.



ENGAGE CONSUMERS

Acts as a dynamic product spotlight, grabbing customers' attention with animation, sound, and rich media while educating and entertaining them with curated content.

ANALYSE BEHAVIOUR

It is a powerful platform for learning more about your customer with real time analytics.

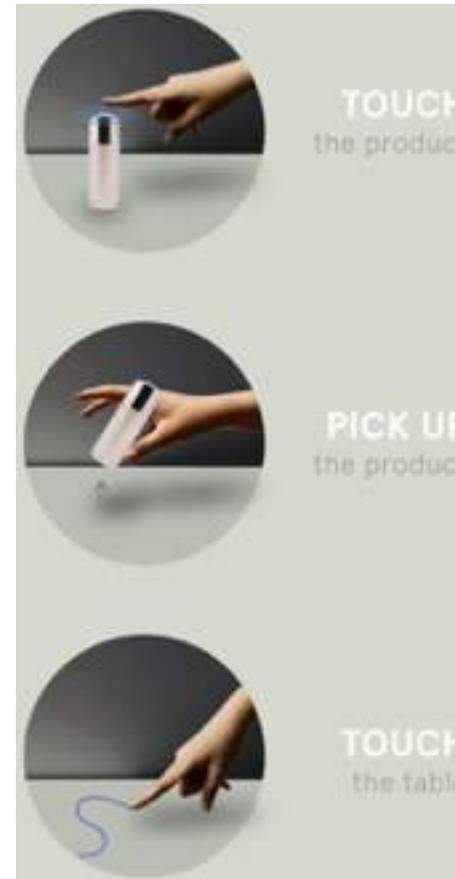
REFRESH EASILY

It allows you to easily update campaigns across all of your stores via the cloud. Leverage existing digital content to maintain consistency from online to on shelf.





Perch analytics delivers unique insight into your customer behaviour.



The Perch Interactive Display Unit - installed above product display (table or shelf).

It can be mounted to a wall, hung from the ceiling or attached to a stand.

It can work with any light-coloured, non-reflective surface.

Realtime Interactive Graphics

Multi-User & Multi-Product Sensing

Immediate Analytics Generation



TYPES OF INTERACTIVE TECHNOLOGY

Technology enables a situation wherein a machine performs tasks that can be executed repeatedly with a standard set of instructions without getting tired, thus letting the human mind function and focus on what is more important.

In retail, technology gives you the platform to better satisfy your customers by helping you concentrate on their needs.



Display tablets can be anything from small screens to tablets or even iPads. These are used to inform the consumer about the product.



Gondolas are free standing fixture used by retailers to display products and are equipped with digital screens to make the customer aware about the products.



Shelf talker aka shelf screamers can be printed cards or signs attached to store shelf to attract customers.



Shelf talkers can also be digital screens to grab customers attention to a particular product.



Trolleys have inbuilt digital screen to promote products. These are interactive also scan products and sync phones



Cash counters also have display screens inbuilt or standing to get the customer to last minute impulsive buying.

BENEFITS OF INTERACTIVE DISPLAY/ TECHNOLOGY

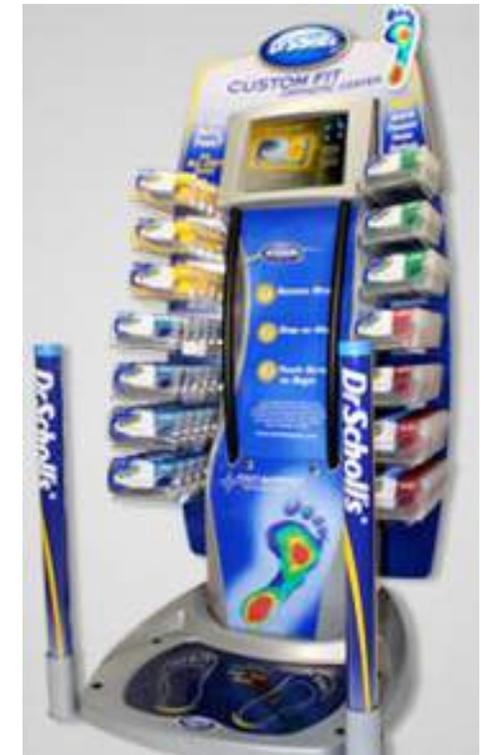
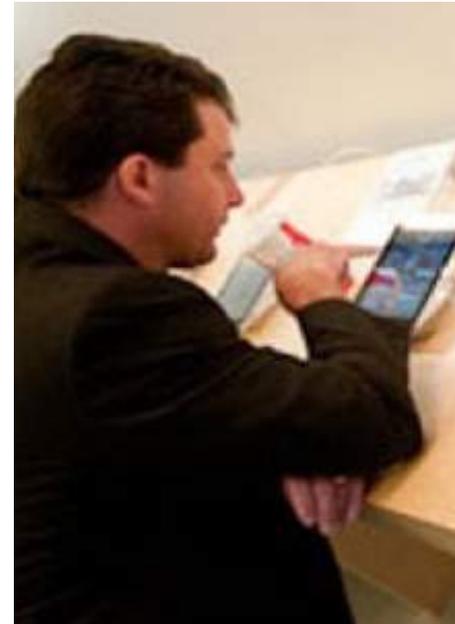
1.They command attention: Interactive displays tend to be eye-catching, and the best displays usually have a “wow” factor that stops the shopper.

2.They engage customers: Interactive retail displays help to drive customer engagement.

3.They create in-store entertainment: Retail business website recently reported that 70% of women and 50% of men view shopping as a form of entertainment.

4.They educate: Interactive displays can be great platforms with which to educate customers.

5.They are versatile: One of the most versatile point of sale solutions available today is interactive digital touchscreens. Retailers can immediately and frequently change any screen’s content with remote content management; a third party technician isn’t needed



OBSERVATIONS

Technology engages the customer and helps them to stay longer.

It advertises the product.

It helps analyse the customer, guiding the retailer to know about products in demand.

It helps the retailer concentrate on customer needs.

6.3 Market Study (Material Study)

FLOORING



Travertine

Natural stone and porous
 Comes from mineral springs
 Holes from escaping gas
 Holes filled with resin which may or may not be same colour
 Travertine products usually have the following finishes: Tumbled, Honed, Brushed, Filled, Filled & Honed, Chiselled, Bush Hammered, Polished



Marble

Natural stone, can be transformed to elegant flooring.
 Various colors depending on origin.
 Fine looking and porous.
 Expensive flooring.
 Used in places with high-traffic.
 Sizes Available: 4'x4', 4'x8', 8'x12'



Quartz

Composition material made from combination of resin, quartz, sand, color pigment and also crushed mirror.
 Available in array of colors.
 Second strongest stone.
 Multi-colored patterns.
 tough, durable, seamless.
 Sizes: 4'x4', 4'x8', 8'x12'



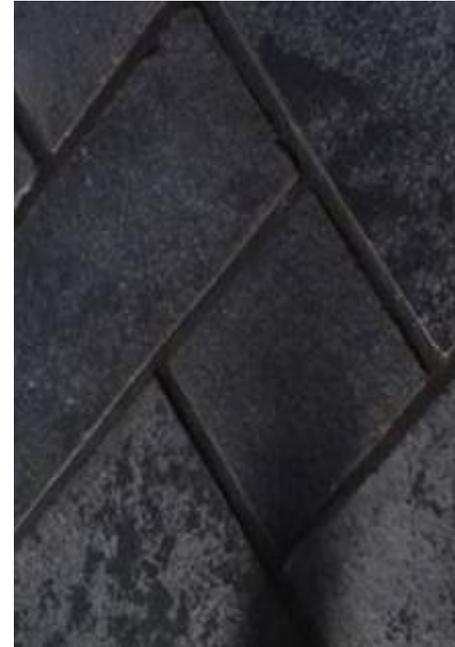
Granite

Hardest Natural stone.
Used in areas for everyday use.
Coarse- grained.
Long life.
Easy Installation.
Composed chiefly of quartz and feldspar mixed with mica particles.



Terazzo

Man-made stone.
Made using marble or chipped stones embedded in concrete.
Artistic and reliable.
Refinished repeatedly.
Low maintenance.
Sizes: 4'x4', 4'x8', 8'x12'.



Kadappa

Natural stone.
Hard and durable.
More resistant.
Water Absorption less than 1%.
Porosity- Very low.
Sizes: 24'x36', 24'x24', 18"x24", 18'x18".



Jaisalmer

Natural Stone.
Colors: Light browns, Yellows, shades of red.
Durable.
Absorbs liquid.
Heat-resistant.
Sizes: 3'x3', 3'x2', 4'x4', 5'x5', 6'x6', 3'x2'



Solid wood

Solid wood flooring is 100% hardwood milled from individual boards of lumber.

Each board of solid hardwood flooring is made from a single piece of hardwood that's about 3/4 of an inch thick.

Solid hardwood expands and contracts in reaction to changes in moisture and temperature, so solid wood floors are only recommended for rooms at ground level or above.



Engineered wood

Engineered flooring is produced by adhering layers of plastic laminate veneer with real wood.

The top layer (lamella) is the wood that is visible when the flooring is installed and is adhered to the core.

The increased stability of engineered wood is achieved by running each layer at a 90° angle to the layer above.



Acrylic Impregnated

Acrylic-impregnated wood flooring is infused with sealant and color throughout the thickness of the wood."

Finish is actually consistent throughout the wood. This type of flooring is most commonly used in commercial, not residential, projects.

This type of floor is very hard and it is highly resistant to moisture and scratches



Laminate

Laminate flooring is made by compressing layers of fibreboard together and placing a photographic image of wood grain, stone, or tile pattern over the fibreboard.

After the image is added to the surface, a protective coating is added to help prevent damage and add a finish to the flooring.



Rubber

The use of Rubber flooring in retail stores is growing in popularity as this versatile material becomes more readily available.

All natural and environmentally friendly, rubber is a very soft, comfortable, low impact option, that can help to create a more inviting environment in the store.

It is functionally great in a retail space.



Cork

Cork is a soft, plush, enticingly comfortable flooring option.

This can be very useful in a retail location, as it can lend a sense of hearth and homey comfort to the environment, putting customers subconsciously at ease as they walk across the cloud like surface of the material.

Polyurethane is the most common sealant used on this type of material. In high traffic areas wax is used.



Vinyl

The Vinyl Flooring for commercial installations must use a product with at least a 0.5mm (20 mil) wear layer.

The thicker the wear layer the more durable the product.

The thicker wear layers allow us to add more design features in to the product including a heavy registered emboss and bevel.

CEILING

It is not generally considered a structural element, but a finished surface concealing the underside of the roof structure or the floor of a storey above. It is used for aesthetic and functional purposes. It may also be referred to as a drop ceiling, T-bar ceiling, false ceiling, suspended ceiling, grid ceiling, drop in ceiling, drop out ceiling, or ceiling tiles and is a staple of modern construction and architecture in both residential and commercial applications.



Plaster of Paris

The most commonly used false ceiling materials are : Gypsum boards, POP, metal, mineral wool board, PVC , UPVC, wood, polystyrene, glass, acrylic.

The selection of material depends on the economy, ambience needed and services needed.

Plaster of Paris Ceiling designs are very easy to construct. It is just a matter of creative designs and workmanship. Various types of seamless design can be achieved using POP.

It is light in weight, has low thermal conductivity, can be moulded into any shape, not suitable for open areas, skilled labour is required, if the services above it needs repair the whole ceiling has to be demolished.

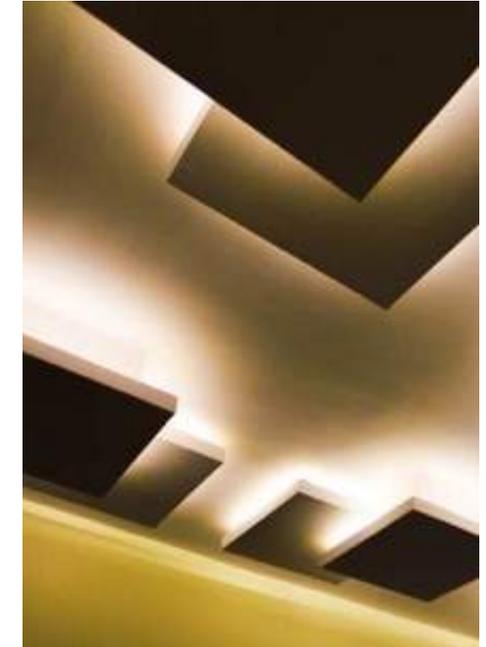


Plywood

Plywood ceiling are widely used for their visual appeal. These ceilings are created with strips of ply glued or nailed together.

The strips are held together and strengthened with ply supports at equal distances. Ply ceiling are generally used in place with cold climates.

They can be given various finishes, or painted to get the right look. It is difficult to maintain, since these are prone to termite attacks



Gypsum

Lightweight, flexible and fire and moisture resistant, gypsum is most commonly used for false ceiling.

Gypsum board panels are tough, versatile and economical. A suspended Gypsum board ceiling can be constructed by nailing Gypsum board panels to each other, or by fixing the panels in a metal grid (usually steel).

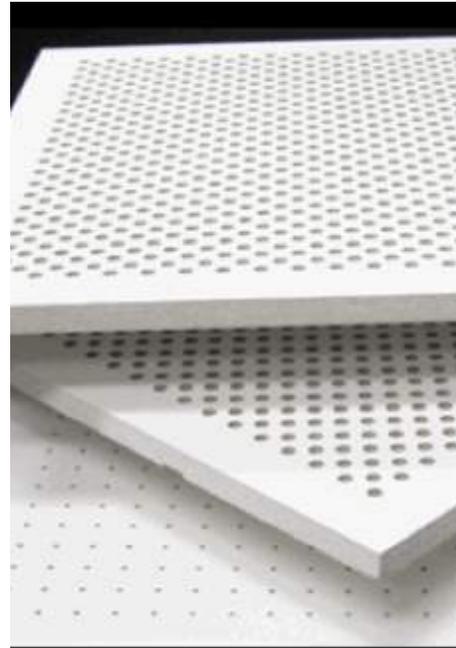
Generally, gypsum panels of 600mm×600mm are used.



Mineral Board

It is made from mineral wool, perlite, paper pulp and starch. 70% of which is recyclable.

It comes in thickness of 12 to 20 mm and 600mm x 600mm & 300 x 1200 mm planks. It comes in 3 types of edges: board, regular, bevelled regular edges for different fixing details.



Metal

Its made in S.S , aluminium, galvanised iron. Plain and perforated sheets are available.

Perforated sheets- standard: 2.5 mm diameter , micro: 1.5 mm diameter , extra micro: 0.7 mm diameter.

Durability : Washable, Scratch- resistant, Soil-resistant, Impact-resistant . Acoustic properties can be achieved by adding fleece, which is factory fitted.



Baffles

Made in aluminium and galvanised iron.

Can be spray painted in any color.

The maximum length is 3660 mm.

The depth can be 100 and 150 mm.



Axioms

They are type of cloud ceilings.

No sound absorption.

Suspended grid system.



Open Cell

It's a grid system.

No acoustic property.

Made from galvanized steel and aluminum.

Can be painted in any color.



Metalwork vector

Used in areas with less plenum (area between true ceiling and false ceiling grid).

Made from galvanised steel.

Perforations, size and shape can be customised.



Sound scapes

Made from glass wool and soft wool.

Absorbs sound from all 6 directions.

Light reflect: 87%

Suspended system or can be stuck on surface using 3M products.

23 shapes available and adjustable to special heights, Energy-efficient, high light- reflectant surface



Woodworks

Used on ceilings and walls.

High density fibre board used as substrate have fire classification as Class 1.

6.4 Market Study (Store Communication)



In store Communication

In-store communications is a highly effective way to achieve maximum sales uplift by integrating an engaging and effective brand experience



Signage

Signage is the "silent salesperson" which gives information to the customers about a store, any office, building, street, park and so on



Visual Merchandising

Visual merchandising refers to anything that can be seen by the customer inside and outside a store. The purpose is to attract the customers

IN-STORE COMMUNICATION



Branding

In-store communications is a highly effective way to achieve maximum sales uplift by integrating an engaging and effective brand experience



Collaterals

Media used to promote the brand and support the sales and marketing of a product or service



Technology

Enhancing customer experience with digital technologies



In- store communication

Assisting customers to self navigate through an environment

SIGNAGES



Information

Signs conveying information about services and facilities, such as maps, directories, or instructional signs



Direction

Signs showing the location of services, facilities, functional spaces and key areas, such as sign posts or directional arrows



Identification

Signs indicating services and facilities, such as room names and numbers, restroom signs, or floor designations.



Safety and Regulations

Signs giving warning or safety instructions, such as warning signs, traffic signs, exit signs, or signs conveying rules and regulations

SIGNAGES| MATERIAL



Glass

Signs can be etched, frosted, carved and edge-lit with low-voltage LED lights and all can be easily installed onto any wall surface.



Fabric

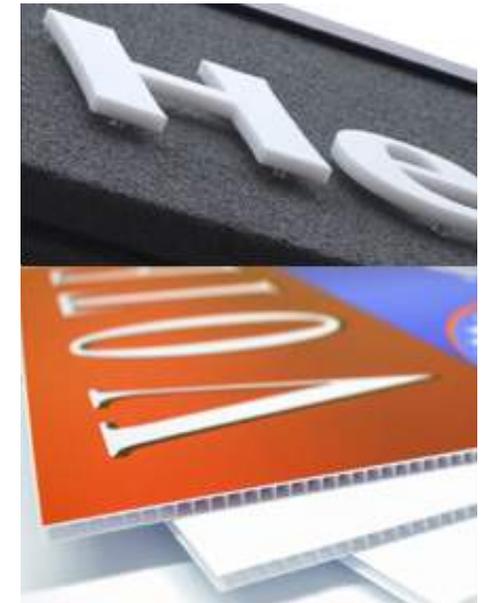
Dye sublimation and direct-to-fabric printing create digitally printed fabric signs and visual graphics that have vibrant color, smooth gradations and rich black that results in sharp, brilliant images.



Vinyl

Nylon woven and vinyl banners are light weight.

Different kinds of Vinyl stickers are available for different applications.



Plastic

Corrugated Plastic & Pvc are lightweight and cost-effective, it is ideal for a wide variety of indoor and short-term outdoor uses.

COMMUNICATION INFERENCE

Signage is the “silent salesperson” which gives information to the customers.

Signs convey information about information, direction, instructions and safety.

They play a very important role in the space as they speak on behalf of the store.

They add weight to the brand’s identity and branding.

They catch customers attention and make retail an effortless experience.

Chapter 7

Customer Study and Analysis

1.INDIANS: Business | Family / Tourists | Students | NRI | Blue Collar/Skilled Workers

2.FOREIGNERS: Expats |Tourists | Businessmen & Professionals



Customer Profile | Indians

CUSTOMER PROFILE| INDIANS

Most of the Indian customers are students, businessmen and tourists.

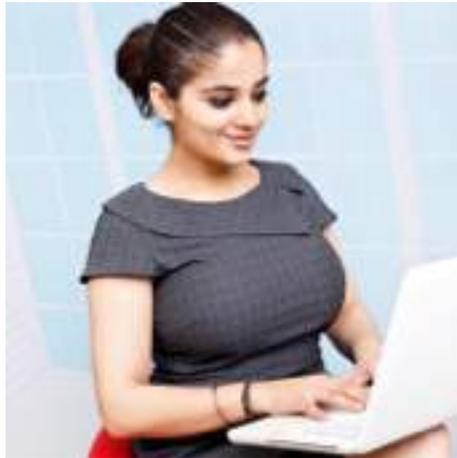
They like engaging in interactive interfaces and technology.

They prefer shopping during special offers and sales.

They enjoy shopping in perfumes, liquor, tobacco and confectionaries.



CUSTOMER PROFILE| INDIANS



Businessmen/ Professionals

Travelling abroad for business purpose for a short duration.

Enjoys spending time in the lounge & free Wi-Fi zones.

Likely to buy Liquor, Tobacco & other luxury products for his / her personal collection or as a gift.

Experience driven, Speedy & Hassle free.



Blue Collar / Skilled Workers

Travelling abroad for long duration for work.

Enjoys spending time surfing the duty free area and interactive corners.

Likely to buy during Sales & Discounts.

Comfortable shopping without staff interference.



Family / Tourists/ NRI

Living in India, travelling abroad for a vacation or travelling abroad to their hometown.

Enjoys spending time in airport restaurants, lounges & exploring the duty free area.

Likely to purchase confectionary, toys, cosmetics & perfumes.

Impulsive buyers



Students

Travelling abroad for pursuing higher education or for a short duration internship.

Enjoys the free Wi-Fi zones for access to social media & interactive corners.

Likely to buy Confectionary.

Innovative & Technology driven.

CUSTOMER PROFILE| FOREIGNERS

Most of the Foreign customers are professionals or tourists.

Local art, culture and installations really catch their attention and they like spending time exploring about the local place and its people.

They are professionals at shopping and are experience driven.

They mostly like to carry back local artefacts back home, hence, like buying souvenirs.



CUSTOMER PROFILE | FOREIGNERS



Expats

- Living in India, visiting their home country.
- Like to be engaged while waiting for departing their flight – kids play area, family seating arrangement.
- Prefer to buy confectionary , apparel & accessories from brands they are familiar with.
- Observant buyer, hassle free , limited guidance, with kids-safe product display.
- Travels with family, Mother/dad with kids.



Tourists

- Visiting for cultural, religious vacation for short or long duration of time.
- Enjoys reading about Indian history, culture, customs, tradition & quick FAQ's.
- Likely to buy souvenirs ,gifts & traditional clothing for themselves, friends, family as remembrance.
- Enjoy hassle free & Self guided shoppers, or ask for guidance in case of doubt.
- Travels alone or in duo.



Businessmen / Professionals

- Passing by for official work & business.
- Prefer semi-closed seating provision, with limited distraction & noise.
- If time permits, likely to buy Liquor & tobacco products for his/her personal collection or gifting.
- Price conscious.
- Focused buyer, hassle free , limited guidance.
- Travels alone or with colleagues.

CUSTOMER PROFILE TABLE

| | Senior Executives | Junior Executives |
|-----------------------|--|---|
| |  |  |
| Who Are They? | <p>Income : 15 lacs and above</p> <p>Duration of Travel : Short trips (3 – 7 days)</p> <p>Age Group : 40 – 60 years</p> <p>Lifestyle : Elite</p> | <p>Income : 10 lacs – 15 lacs</p> <p>Duration of Travel : Long trips (100 days p.a.)</p> <p>Age Group : 30 – 50 years</p> <p>Lifestyle : Premium</p> |
| What's Important? | <p>Selling Point : Finding and purchasing products without delay, Product experience over requirement</p> <p>Product Preference : Expensive and classy products, gifts & collectibles.</p> <p>Purchase intent & mentality : Non-impulse & quality over price. Prefers staff interaction over use of technology.</p> | <p>Selling Point : Value for money, Special offers</p> <p>Product Preference : Necessary and useful products, gifts</p> <p>Purchase intent & mentality : Impulse buyer & brand conscious. Prefers tech savvy display but doesn't mind staff interaction.</p> |
| Frequency (Of Travel) | High | Medium |
| Purchase Propensity | Selective & Rational, Brand Loyalty | Selective & need-based, Influenced by trends |
| What Appeals | Variety Experience Style Speed Availability | Selection Style Availability Advice Price Technology |

CUSTOMER PROFILE TABLE

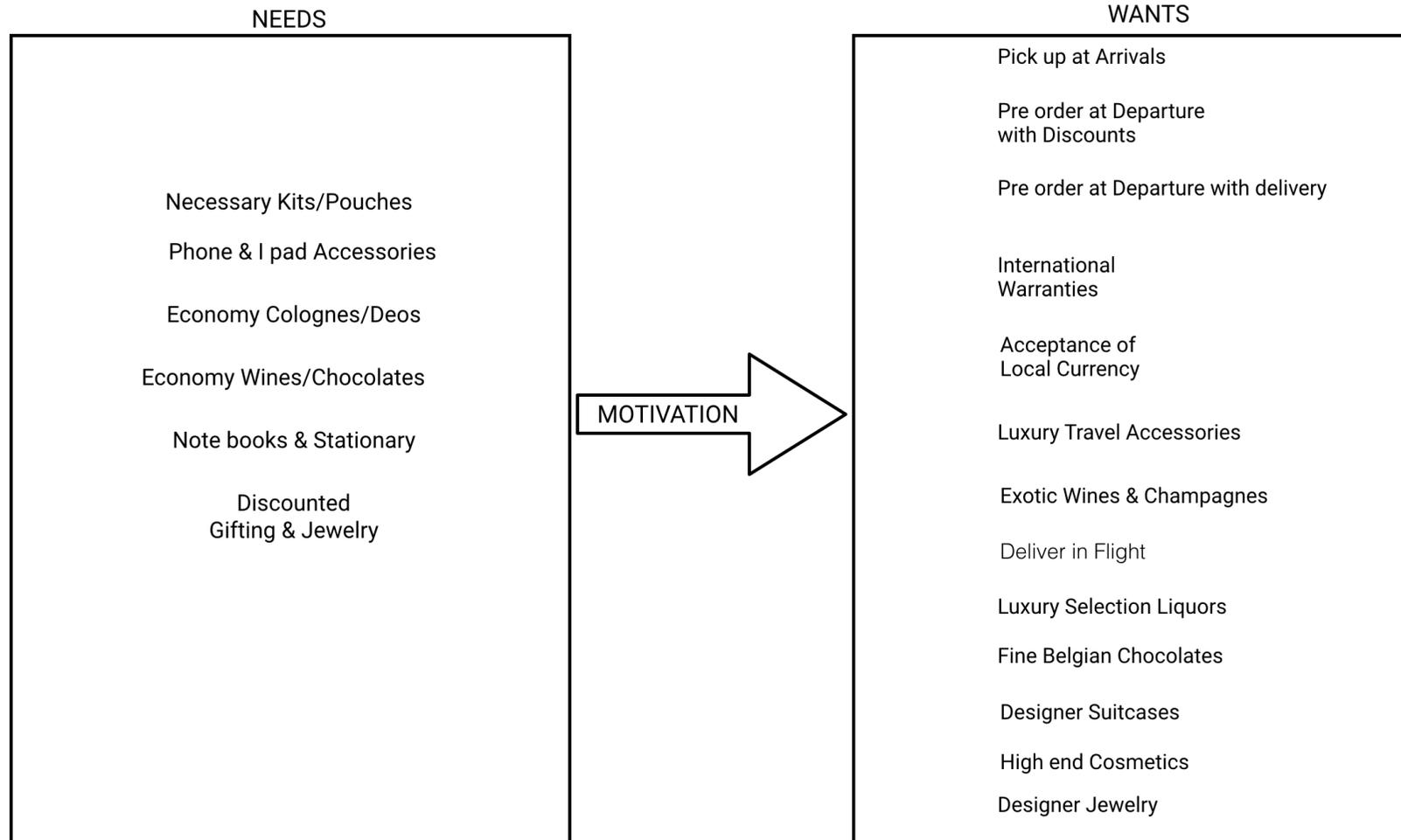
| | Family/Tourists | | Students | NRI | Blue Collar / Skilled Workers |
|-----------------------|--|---|--|--|--|
| | HYDERABAD | OUTSIDE HYD | | | |
| |  |  |  |  |  |
| Who Are They? | <p>Income: Variable</p> <p>Duration of Travel: Variable</p> <p>Age Group: 2 – 60 years</p> <p>Lifestyle : Variable</p> | <p>Income: Variable</p> <p>Duration of Travel: Variable</p> <p>Age Group: 2 – 60 years</p> <p>Lifestyle: Variable</p> | <p>Income: No income</p> <p>Duration of Travel: Long trips</p> <p>Age Group: 18 – 35 years</p> <p>Lifestyle: Variable</p> | <p>Income: 15 lacs and above</p> <p>Duration of Travel: Short trips</p> <p>Age Group: 20 – 60 years</p> <p>Lifestyle: Elite</p> | <p>Income : 5 lacs – 10 lacs</p> <p>Duration of Travel : Long trips</p> <p>Age Group : 25 – 35 years</p> <p>Lifestyle : Economic</p> |
| What's Important? | <p>Selling Point: Value for money, products on sale.</p> <p>Product Preference: Necessary and useful products & souvenirs</p> <p>Purchase intent & mentality : Impulse buyers purchasing gifts, confectionary, Accessories & apparel.</p> | <p>Selling Point: Uniqueness, and value for money.</p> <p>Product Preference: Exclusive products, which may be unavailable outside Hyderabad</p> <p>Purchase intent & mentality: Impulse buyer & quality conscious</p> | <p>Selling Point: Value for money and products on sale</p> <p>Product Preference: Necessary and useful products, Gifts</p> <p>Purchase intent & mentality : Non-impulse buyers, Prefers tech savvy display over staff interaction. Best price</p> | <p>Selling Point: Finding and purchasing products without delay</p> <p>Product Preference: Souvenirs and gifts. Necessary and useful products</p> <p>Purchase intent & mentality : Impulse buyer, brand/quality conscious</p> | <p>Selling Point : Value for money and products on sale</p> <p>Product Preference : Necessary and useful products</p> <p>Purchase intent & mentality : Impulse buyer & brand conscious. Prefers use of technology over staff interaction.</p> |
| Frequency (Of Travel) | Low | Low | Low | Low | Low |
| Purchase Propensity | Requirement & Impulsive | Requirement & Impulsive | Need-based, One time splurge | Requirement & Impulsive | Need-based, One time splurge |
| What Appeals | Variety Value Quality Attraction Promotion | Variety Value Quality Attraction Availability Promotion. | Quality Value Attraction Sales & Offers Selection Technology | Variety Value Quality Attraction Promotion Technology | Trust Value Quality Sales & Offers Technology |

CUSTOMER PROFILE TABLE

| | Expats | Tourists | Businessmen / Professionals |
|-----------------------|--|---|--|
| |  |  |  |
| Who Are They? | <p>Income: 20 lacs and above Duration of Travel: Variable Age Group: 27 – 65 years Lifestyle: Premium</p> | <p>Income: 15 lacs and above Duration of Travel: Variable Age Group: 20 – 58 years Lifestyle: Economic</p> | <p>Income: 20 lacs and above Duration of Travel: Short trips (3-7 days) Age Group: 25 – 55 years Lifestyle: Premium</p> |
| What's Important? | <p>Selling Point: Finding and purchasing products without delay, good quality products and at the same time value for money. Product Preference: Apparel, accessories, confectionery, gifts & souvenirs. Purchase intent & mentality: Impulse & quality over price</p> | <p>Selling Point: Uniqueness & value for money Product Preference: Apparel, accessories, confectionery, gifts & souvenirs. Purchase intent & mentality: Impulse buyers & price conscious.</p> | <p>Selling Point: Value for money, product experience over requirement Product Preference: Classy, unique and expensive products, souvenirs and gifts. Purchase intent & mentality: Impulse buyer & quality/brand /price conscious Prefers tech savvy display but doesn't mind staff interaction.</p> |
| Frequency (Of Travel) | Medium | Low | High |
| Purchase Propensity | Selective, Impulse & need-based | Selective & impulsive | Selective & Rational |
| What Appeals | Variety Quality Style Experience | Variety Style Advice Availability | Variety Quality Style Availability Speed |

CUSTOMER NEEDS DRIVE THEM TO WANTS

Duty Free Retail Zone | Motivation, Needs Vs Wants



Typical Customers are **NEED** driven, when they come to HDF. Their **WANTS** drive them to other areas of the store.

CUSTOMER MOVEMENT LAYOUT

DRIFTERS

Unfocused individuals. Shopping lovers who wander the store and explore deeply

GRAZERS

Unfocused shoppers who wander the entire store without delving to deeply

PLANNERS

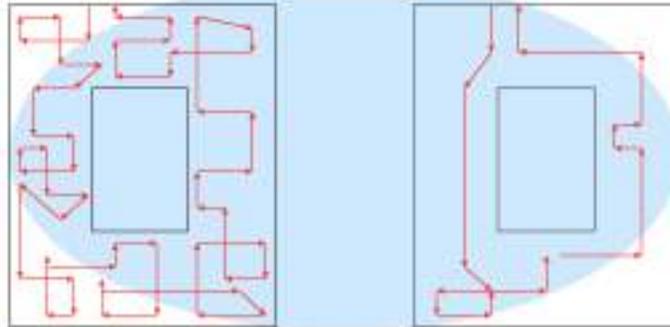
Very focused shoppers who are primarily after specific items, but look at others as well

PRAGMATISTS

Very narrowly focused shoppers who come in knowing exactly what they want and don't deviate from that idea

MOVEMENT LAYOUTS

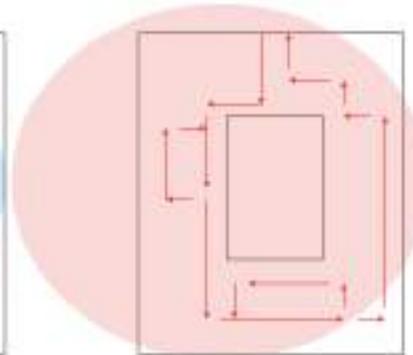
Families/Students/Blue Collared/ Skilled Workers
Foreign Tourists/Expats



Are Seeking:

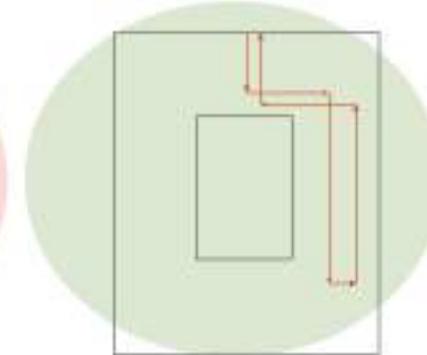
Are Seeking:

Jr. Executives



Are Seeking:

Senior Executives/
Businessmen



Are Seeking:

Magnitude, Stimulation, Temptation, Ease, Revelation

Magnitude, Stimulation, Temptation, Revelation

Authority, Ease

Authority, Ease



ENVIRONMENT

Environmental Stimuli Affecting The Consumer Purchasing Decision



Higher willingness to purchase in a low load atmosphere with limited information.



The opportunity to relax, giving them a new dimension to the time spent.

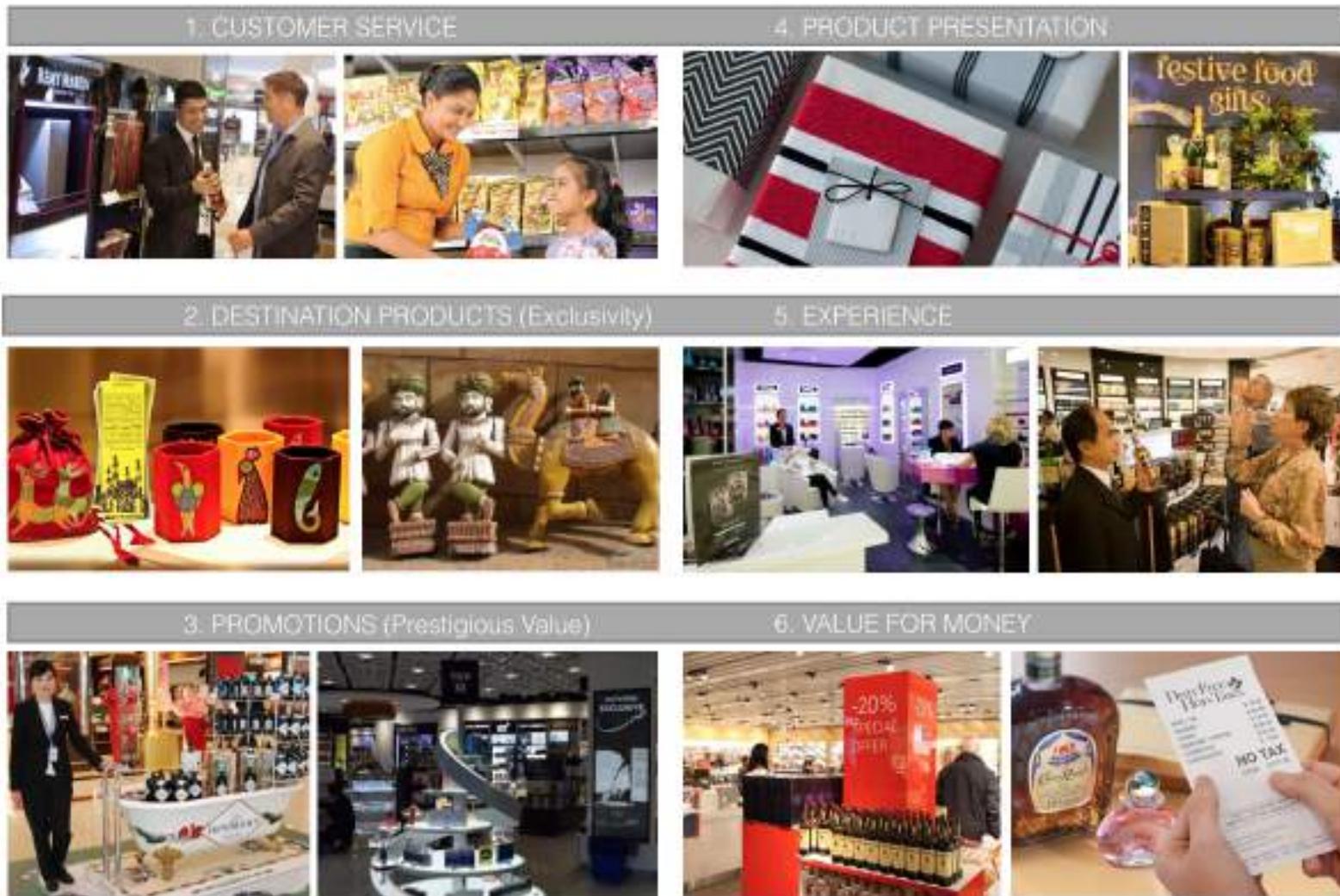


The lighting and music which contribute to overall ambience is one of the main factors influencing the motivation of customers.



Element of surprise bringing them to multi-sensorial experience and impulse purchasing.

CUSTOMER STUDY



Chapter 8

Airport material standards

LEED CERTIFICATION

Leadership in Energy and Environmental Design (LEED) is one of the most popular green building certification programs used worldwide.

Developed by the non-profit U.S. Green Building Council (USGBC) it includes a set of rating systems for the design, construction, operation, and maintenance of green buildings, homes, and neighbourhoods.

It aims to help building owners and operators be environmentally responsible and use resources efficiently.

LEED projects earn points by adhering to prerequisites and credits across nine measurements for building excellence from integrative process to indoor environmental quality. Prerequisites are required elements, or green-building strategies that must be included in any LEED certified project.

BENEFITS OF LEED

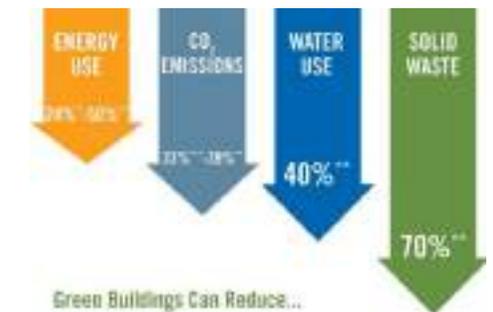
LEED certification guarantees that new and existing green buildings achieve high performance.

It consistently set the market rate for commercial real estate in highly competitive markets, demonstrating that sustainability now rates as a key factor in market valuations of real estate portfolios.

LEED projects save energy and resources and are responsible for diverting over 80 million tons of waste from landfills.

By letting in clean air and access to daylight, LEED creates healthy spaces that increase recruitment, retention and productivity rates amongst employees.

LEED buildings attract tenants with LEED building lease-up rates ranging from average to 20 percent above average.



FIRE RETARDANTS/ RESISTANT

A fire retardant is a substance that reduces flammability of fuels or delays their combustion.

These slow the fire down, giving a time gap, before fire completes catches.

This includes chemical agents, but may also include substances that work by physical action, such as cooling the fuels, such as fire-fighting foams and fire-retardant gels.

In general, fire retardants reduce the flammability of materials by either blocking the fire physically or by initiating a chemical reaction that stops the fire.



Fire retardant paint

The fire resisting/retarding material is having the following characters:

(a) It should not disintegrate under the effect of heat.

(b) It should not expand under heat so as to introduce unnecessary stresses in the building.

(c) The material should not catch fire easily.

(d) It should not lose its strength when subjected to fire.



Fire retardant glass



Concrete

MATERIAL SPECIFICATIONS

| | | | |
|---|--|--|--|
| <p>The materials used at Airport have to be very specific. These materials should be govt. approved and have a good fire resistance duration. These material specifications come from the Airport authority of India and the Airport managing/operation Authorities. The below mentioned specifications are provided by Rajiv Gandhi International Airport (RGIA)</p> | <p>All proposed materials shall be LEED (Leadership in Energy and Environmental Design) certified only.</p> | <p>Any kind of block work proposed for F&B need to be light blocks.</p> | <p>Glass elements need to be toughened.</p> |
| | <p>All gypsum, plywood materials need to be Fire retardant of 30mins minimum.</p> | <p>All electrical appliance need to be energy efficiency rated.</p> | <p>Joinery and fixing details need to be provided in the respective layouts.</p> |
| | <p>All wooden elements of non FR specs the same can be painted with FR paint and certifications shall be submitted.</p> | <p>Electrical DB need to be placed in the cabinet free from surrounding store elements for easy access.</p> | <p>MS fabrication details need to be provided</p> |
| | <p>All false ceiling proposed in the unit need have 33% opening for HVAC means.</p> | <p>LUX level for each unit need to be appropriate, LUX calculation sheet need to be provided for the unit accordingly with exact lighting proposals.</p> | <p>Finishing schedule need to be provided. Kiosk/customer counters top is preferred to be of Quartz/soild acrylic finish only.</p> |
| | <p>False ceiling support stands can be drawn from the airport structure members, any additional support can be fabricated if required and details to be submitted.</p> | <p>Details for all material specification need to be provided in the respective layouts.</p> | <p>All Stainless Steel (SS) material needs to be SS 304 grade.</p> |
| | <p>Flooring level need to be matched with concourse floor level.</p> | <p>Fire Manual call point and hooter need to be provided for F&B kitchen area.</p> | <p>No branding treatments on pilaster are allowed.</p> |
| | <p>Flooring can be proposed of granite/marble/vinyl/wooden/vitrified flooring.</p> | <p>All HVAC ducts need to be insulated with nitrile rubber 'O' class, thickness has to be decided as per requirement.</p> | <p>Any kind of treatment to bulkhead other than signage art is not acceptable.</p> |
| | <p>Anchoring on flooring or wall partitions is not allowed.</p> | <p>All hot water and HVAC ducts need to be insulated as per the IS norms</p> | <p>Signage needs to be 3D fret cut backlit only.</p> |
| | | | <p>Signage need to be proposed as per the available de-marked area in LOD.</p> |

INFERENCE

Designing a duty free with cultural Identity.

Use the given space 358 sq.ft to maximum to incorporate all units and categories of Duty free.

Use signage with purpose.

Making hotspots to attract costumers.

Use LEED, FR and sustainable materials.

Incorporate technology at various levels.

Create a warm inviting space reflecting lost heritage of Hyderabad while giving it a modern look.

Chapter 9 Ergonomics

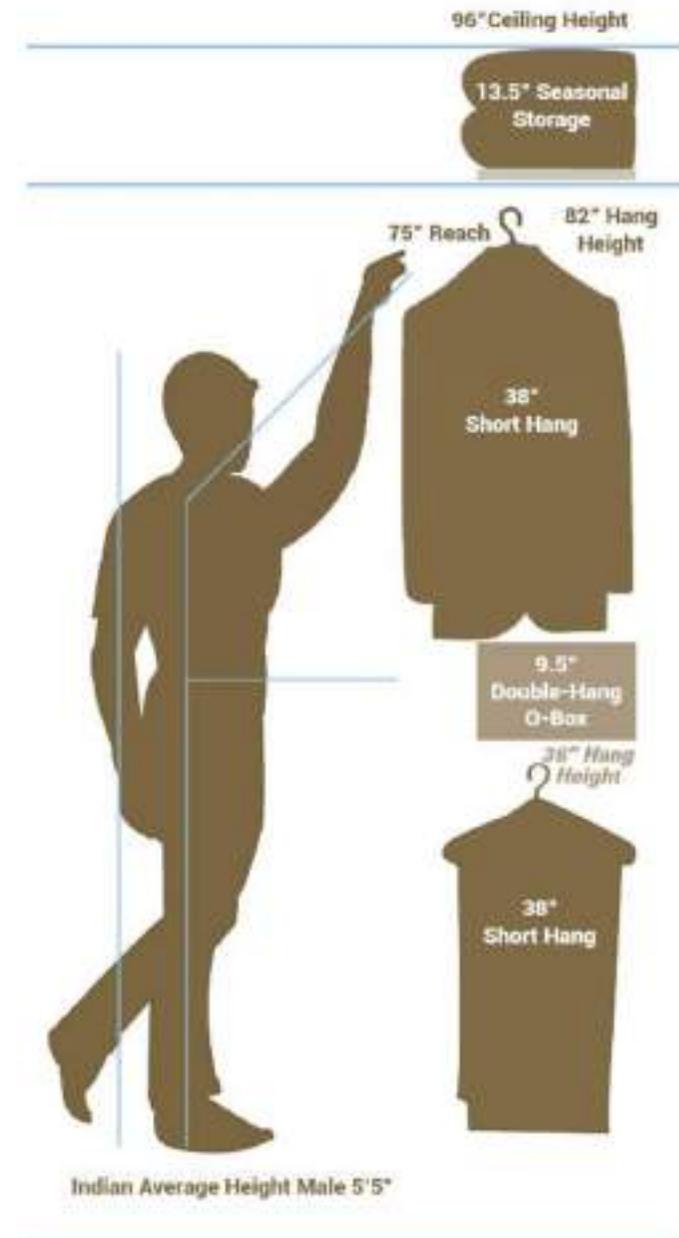
According to the Indian anthropometric data, an average Indian man's height is 5'5" and the proper ergonomic heights for retail spaces are as following:

96" ceiling height

36" lower hang height- 95th percentile

75" Reach- 50th percentile

82" upper hang height- 50th percentile



Chapter 10

About the Brand

(Hyderabad, RGIA, duty free)

Hyderabad is the capital of the southern Indian state of Telangana.

It has a metropolitan population of about 7.75 million, making it the fourth most populous city.

Relics of Qutb Shahi and Nizam rule remain visible today.

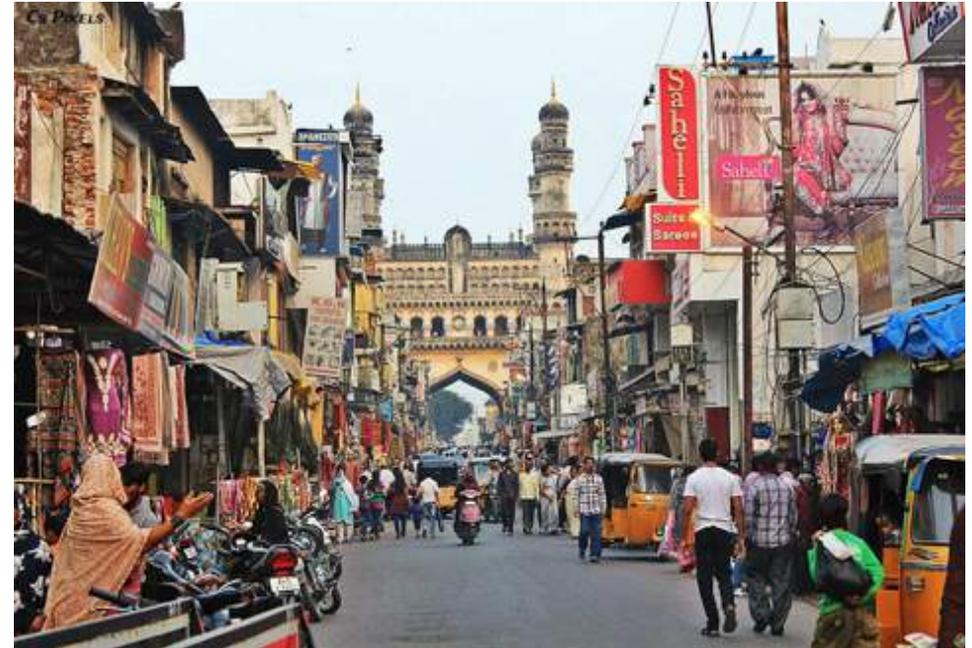
It was historically known as a pearl and diamond trading centre, and it continues to be known as the City of Pearls.

Heritage buildings showcase Indo-Islamic architecture influenced by Medieval, Mughal and European styles.

The region is well known for its Golconda and Hyderabad painting styles which are branches of Deccani painting.

Zari and Zardozi, embroidery works on textile that involve making elaborate designs using gold, silver and other metal threads.

Kalamkari, a hand-painted or block-printed cotton textile that comes from cities in Andhra Pradesh.



Rajiv Gandhi International Airport, Hyderabad

Rajiv Gandhi International Airport is an international airport that serves Hyderabad.

RGIA is owned and operated by GMR Hyderabad International Airport Ltd a public-private venture.

As of 2015, RGIA is the fifth busiest airport by passenger traffic in India, serving 11.9 million passengers.

RGIA IDENTITY



THEME COLOR



OWNERSHIP





The domestic terminal at RGIA

KEY DESTINATION| Departing Passenger

Hyderabad records **Indians** as the top customers and **Dubai** as the top destination.



Other Key Destinations :
U.K. , Singapore, U.S.A., Malaysia, Thailand, Australia, Hong Kong, Doha, Sharjah

Departing passengers spend **average \$1.75 per passenger** at the duty free store

Average money spent- INR 110

KEY DESTINATION| Arriving Passenger

At arrival Hyderabad records **Indians and NRIs** as the top customers and **Dubai** as the top origin.



Other Key Origins:
Malaysia, Singapore, Bangkok, Hong Kong, Doha, France, Abu Dhabi, Kathmandu

Average money spent- INR 676

Arriving passengers spend **average \$10.4 per passenger** at the duty free store

Customers primary destination both ways is Dubai, Most people travelling to Dubai, go on business meets, to meet their families, for Hajj (religious reasons) or as a student. This data can be used to analyse their requirements and design a suitable duty-free.

10.1 Existing International terminal Duty- Free

SERVICES: HDF offers the convenience of pre-booking products at departure and then collecting them at arrival.

TECHNOLOGY: An up-to-date website and a mobile app underway for easy product search and pricing.

BEST PRICE ALWAYS: A great range of brands are on offer at incredible prices, giving customers great value for money.

CUSTOMER CONNECTION: Deals Galore, a first-of-its-kind initiative in India making the shopping experience more convenient & pleasurable.

CURRENT PRODUCT CATEGORIES



FUTURE PRODUCT CATEGORIES



The duty-free at Hyderabad airport receives many travellers who are travelling for the first time and new to the whole system of duty-free. The existing duty-free has a wide spectrum of products and brand on display.

Main objectives in existing duty-free are simplistic space and only heavy branding of the general brand, 'Duty-free'. Marketing and visibility and sub levels are low and not much effort is put into looking world class or luxurious.

They have tried to promote HDF with the Price point advantage and portrayed that they provide the best value deals and the prices are low, they also have used a lot of price promotion material that makes space look ordinary and dull.

The units to display the product vary for every category making it look chaotic.

The categories at the current duty-free stores (arrival and departure) are:

1. Liquor
2. Cosmetics and skin care
3. Perfumes
4. Tobacco
5. Confectionary
6. Toys
7. Destination
8. Watches
9. Electronics





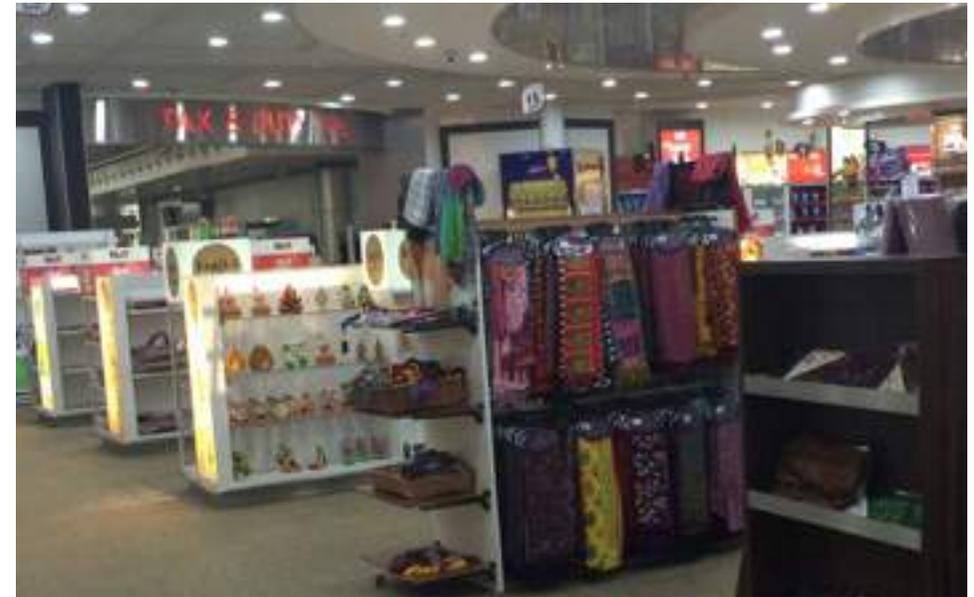
OBSERVATIONS

- No brand communication/ digital signs
- No design element to grab attention.
- No theme followed.

OBSERVATIONS

- Display, limited to flight timing.
- Duty free sign is visible from a distance.
- Layout: Grid.





OBSERVATIONS

- Display is highly unorganised
- No heirarchy followed in products
- Gondolas and units are scattered
- Wastage of space
- Products don't catch attention
- Signages missing
- No uniformity in display



The current duty free lacks a few elements of design, unity and identity.

Pros-

The space had ample circulation space

Easy to understand and figure out display. Products easily reachable.

Products were displayed at varying heights, so all of them were easily visible.

Cons

No harmony in space, ceiling and flooring are very varying and look apart.

No signages were used in the space to guide the customers.

No use of technology in space, so interaction was weak.

No branding of Hyderabad Duty Free, no connection in of the space with its brand.

No promotional or areas were separated.

No hotspots/ Installations



10.2 Domestic terminal stores

Hyderabad Airports Domestic retail store are closely related to the new Last minute duty free.

Domestic terminal mostly has independent stores and a few kiosks.

Unlike other stores that mostly incorporate different brands together.

Flooring and ceiling varies from store to store.

This terminal includes a lot of food and beverage zones along with retail.

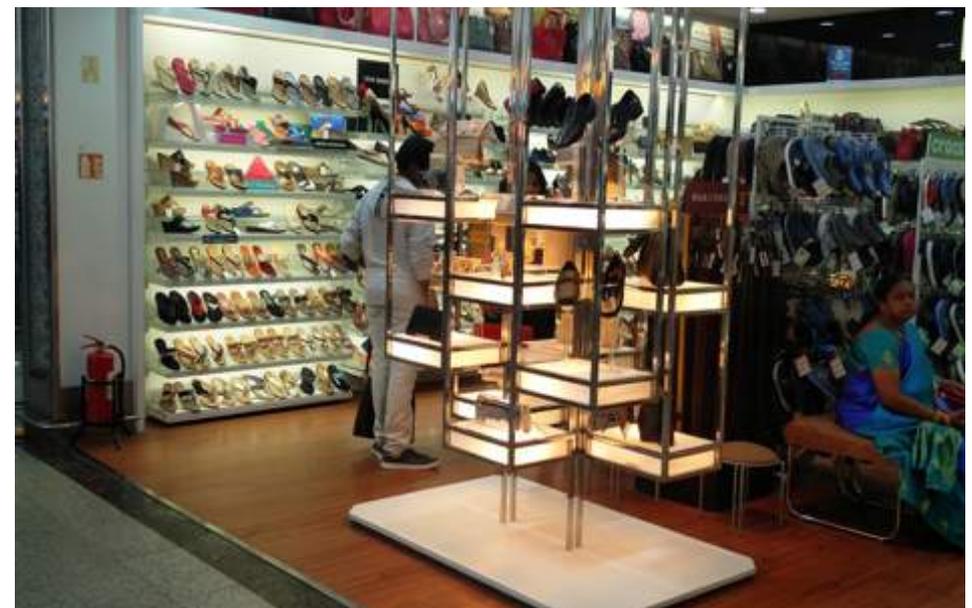
The whole space is centrally air conditioned.

Most of the stores follow an elegant design and color them.

Even distribution of display and products in the space.

Most of the stores follow a very Strategic layout as it incorporates power wall on its right and cash counter on left.

Layout- Grid.





OBSERVATIONS

Some of the stores at the domestic terminal lack digital display.

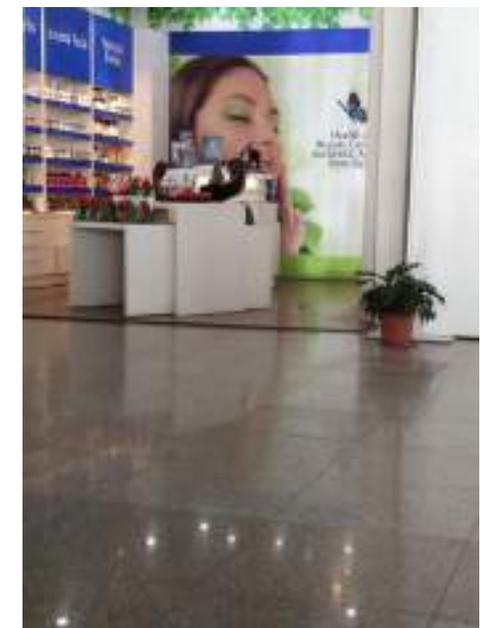
Signages are missing and there is no communication inside or outside the store

Identity and branding are either missing or poorly conveyed.

There is more use of the paper signage instead of the new digital screens.

Unattractive and non catchy Display.

No hotspots, power walls or focus walls



10.3 Analysis (reasons why Hyderabad airport needs to update)

1. Hyderabad duty free needs to be updated because it lacks design elements and there is nothing to attract the customer to the store.
2. Even if customer chooses to get in and explore the duty free, it lacks elements to engage the customer.
3. There is no interaction, digital display or any other interactive activity.
4. The layout is boring and dull.
5. There are no exclusive/ premium regions for the customer to explore.
6. Products are displayed poorly on very basic racks and shelves.
7. Items were unorganised and messy.
8. From the case studies, it was understood that the duty frees that have their unique identity attract more customers, Hyderabad, clearly lacks one.
9. There is no relevance of Hyderabad in the entire space.
10. The individual stores are marginally organised but, they fail to show something new.
11. Its customer footfall is low and so are profits.

Chapter 11 Apart from departure Duty free and Arrival Duty free, RGIA wanted to come up with a small, compact duty free, near the departure gates/ waiting lounge.

Site study

This decision was taken to reduce the travel distance between Duty free and departure gates, giving a chance to customers who rush to their gates before time or for those whose flights are delayed a chance to shop without going all the way back near security check.

The Current LMDF site serves as a dental Clinic, right opposite departure gates.

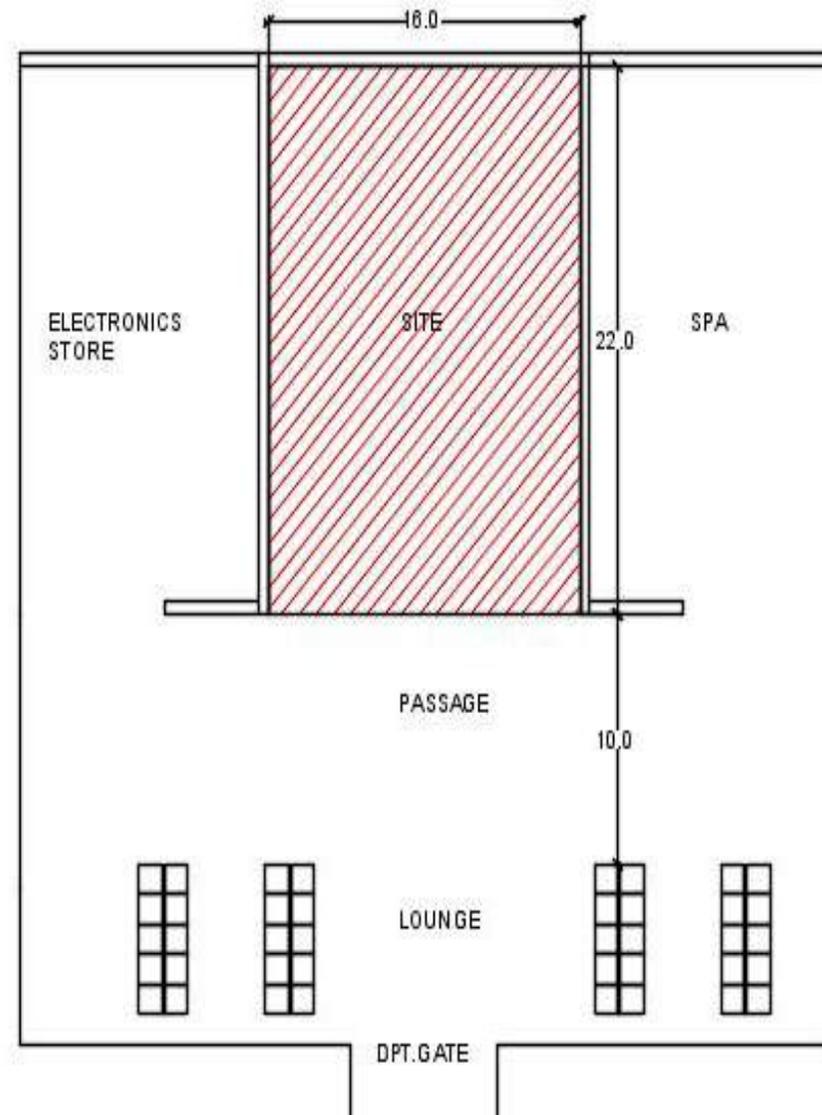
It has an electronics store and a spa on the other.

It's about 4000 mm away from the lounge and departure gates.

The walls of the site are Brick walls.

It has no natural source of ventilation (ex: windows) and uses the Airport HVAC for the same.

Prime location and wide spacious approach to the store.





Located in a busy passage



No columns/ structures in the space



There are no windows/ openings



No ventilation

Chapter 12

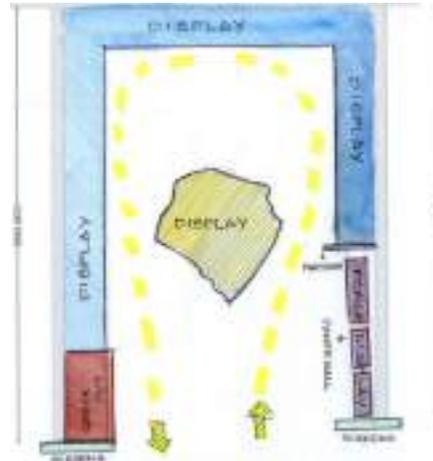
Design Brief The project brief was to design a small duty free near the departure gates of the International terminal of Rajiv Gandhi International Airport, Hyderabad, Telengana for the last minute shoppers in an area of 358 sq.ft.

The Idea was to come up with a design that stands unique to Hyderabad, a design that defines a new modern Hyderabad while being rooted. The process was to be started with zoning and continued to designing of the whole space. Elements like fragrance, feel, atmosphere, attire and packaging were also to be taken care of.

Chapter 13

Zoning

LAYOUT - 1



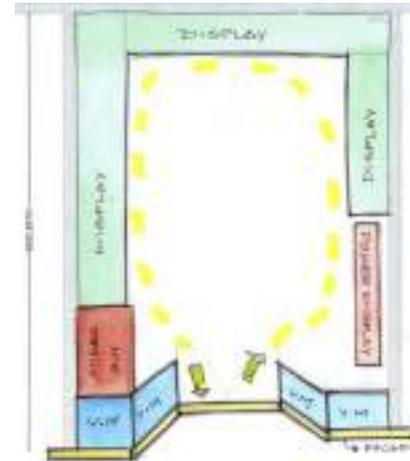
Pros-

- Efficient layout
- Space saving
- Guides the customer

Cons-

- Congested
- Monotonous

LAYOUT - 2



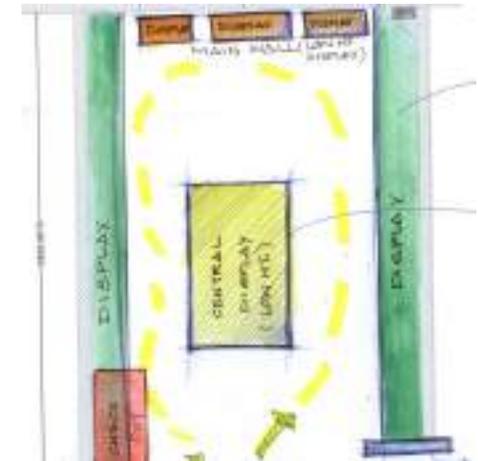
Pros-

- Includes Visual merchandising
- Space saving
- Spacious and guiding

Cons-

- Visually boring
- Clutter in the centre of the space

LAYOUT - 3



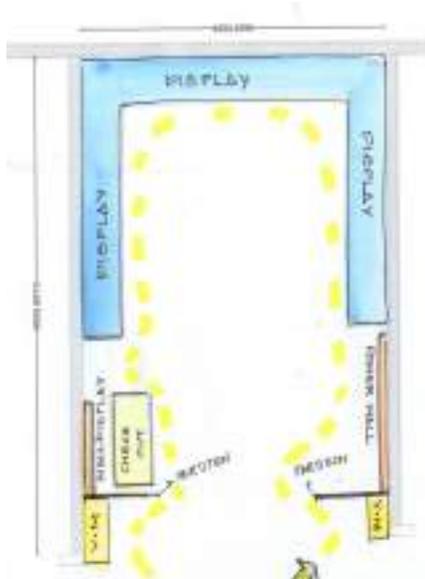
Pros-

- Uses a lot of bumpers and visual breaks
- Circulation is guided

Cons-

- Could take up a lot of space
- Restrict movement

LAYOUT - 4



Pros-

V.M creates gradual transaction

Spacious

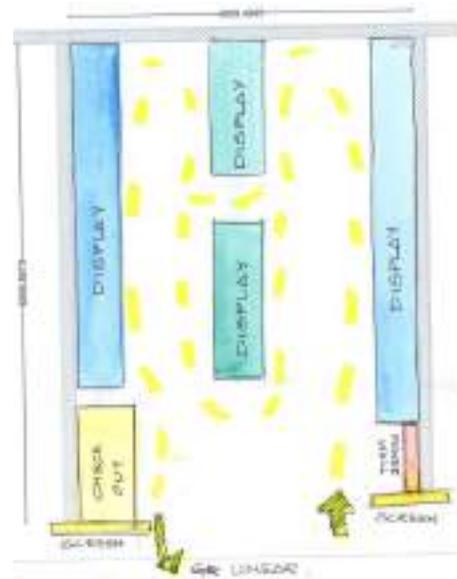
Customer gets a chance to explore

Cons-

Space consuming

Reduces retail efficiency

LAYOUT - 5



Pros-

Linear flow

Customer gets a chance to explore

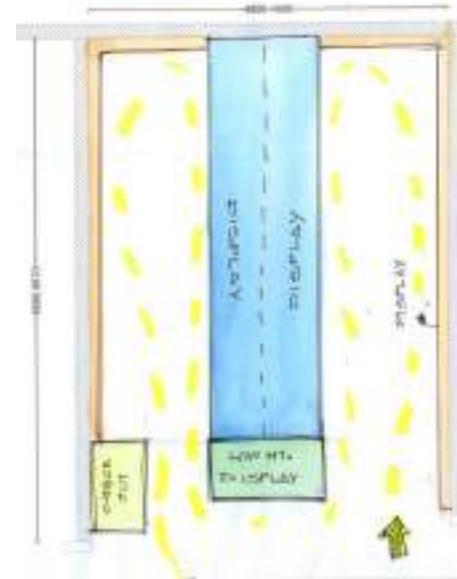
Cons-

Space consuming

Reduces retail efficiency

Breaks the flow.

LAYOUT - 6



Pros-

Linear Layout

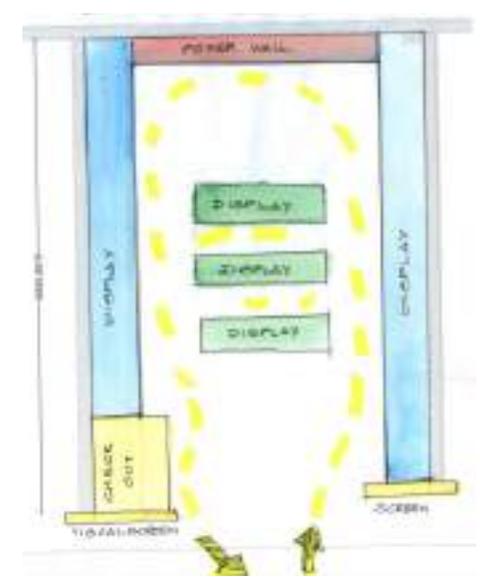
Cons-

Breaks the flow

Customer might not be able to explore

Movement clash of the customers

LAYOUT - 7



Pros-

Simple to understand

Easy exploration

Cons-

Space consuming

Creates movement confusion

INFERENCE

Zoning should be simple and not confusing.

Power wall and main wall to be included.

Increase in the wall display, as more items can be displayed along walls than on gondolas.

The monotony of display to be broken.

Circulation to be sufficient.

Two power walls, more grasping elements.

Cash counter in the centre, to increase display space.

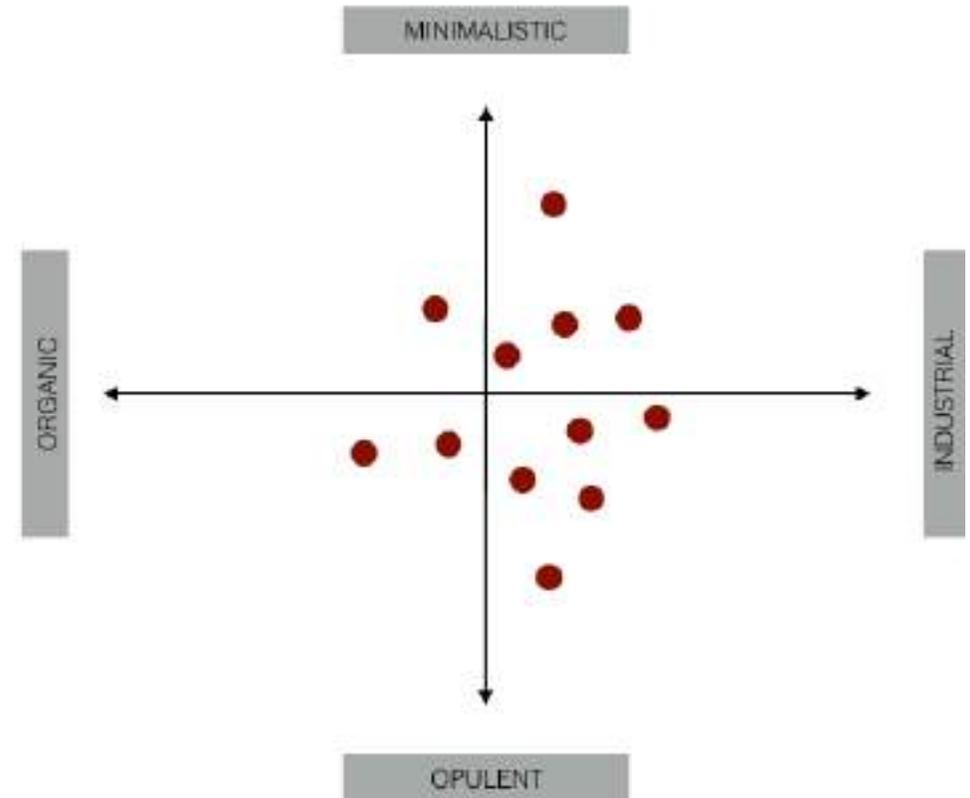
Chapter 14 After the research and analysis done in Phase I, clients wanted to see a few concepts and to get a sense of what we had to offer in terms of design. Which marked the beginning of Phase- II.

Design directions

To add an uniqueness that no other duty free would have, I decided to take HYDERABAD as my main inspiration, which would help create a space and environment that no other place could offer.

We met with members of the GMR & HDF team to gain project brief, review existing airport duty free retail approach and future vision, understand project hindrances and identify opportunities to create an experience driven retail design in the new duty free.

The purpose of a visioning session is to provide key stakeholders and decision makers an opportunity to discuss and define overarching project goals, priorities, potential strategic planning parameters, possible design drivers, vision and vocabulary. These findings will become the foundation and inspiration for the prototype duty free design.



MIND-MAP ANALYSIS

WHAT WILL LMDF, HYDERABAD BE?

Affordable Luxury | Understated Elegance | Classy Trendy | Unique | Competitive

Reliable & Trustworthy

Best brands with a wide product range, best service with a convenient and hassle free shopping experience

Lively | Attractive | Colorful Experiential | Hi-Tech | Innovative | Futuristic Memorable | Indulgent | Inclusive

Launch Pad

for new products and brands

In the League with the World's Best | World Class

Modern with a sense of place

MIND-MAP ANALYSIS

WHAT WILL LMDF, HYDERABAD NOT BE?

Intimidating

Loud | Flashy | Overdone Mundane

Cheap | Cluttered

Like a mall/downtown store/bazaar

MIND-MAP ANALYSIS

LMDF was to be made unique but, not very high on ethnic elements, since more domestic customers, looking for an international atmosphere.

The design was supposed to incorporate technology.

The directions finalised were, Industrial, minimal, organic and Opulent.

It was to be elegant and not visually heavy or flashy.

Zoning preferred was non- experimental, simple, linear, since small space and no risk was to be taken.

GLOBAL QUALITY EXPECTATION

- A large percentage of customers arriving at Hyderabad International airport are Indians and NRIs. Their inbuilt expectation of global quality needs to be met.
- The most premium malls & hotels in India show international designs and so people are identifying 'international' as a benchmark.



FOUR DIRECTIONS CHOSEN

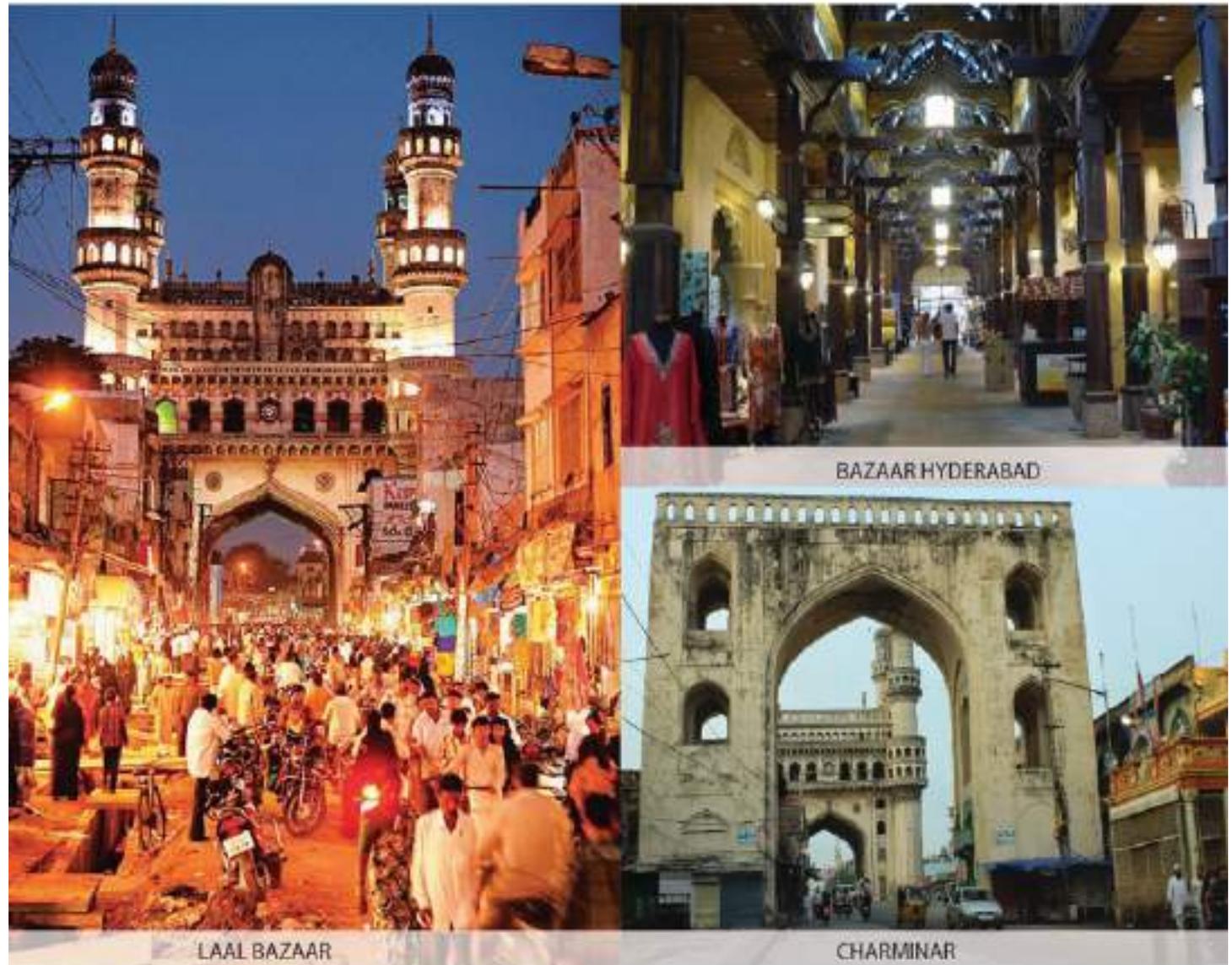


14.1 Direction-1

Opulent

Direction 1 i.e The opulent direction, was directly inspired from the city. This was to borrow inspiration from the heritage and the culture of the city and bridge it with the new emerging modern Hyderabad.

The inspirations would range from architecture to the smaller patterns. This concept was to reflect the soul of Hyderabad in the most elegant possible way. This was to be a bridge between the past and the future of the city.



INSPIRATION BOARD

DIRECTION-1 (OPULENT)

WHAT

Bazaar Hyderabad or Hyderabad Past Forward is a concept that drives inspiration from the old Charminar bazaar to parallel modern souks.

This concept, bridges the famous charminar bazaar aka Lead Bazaar from past to modern souks.

It is surrounded by famous monuments and follows nizam architecture.

Parallel drawn between old and modern.

HOW

Using modern adaptations of the old market, because client wants a modern twist.

Using small street elements in the space to create a posh yet bazaar concept.

WHY

Laad bazaar was an attraction in the olden days.

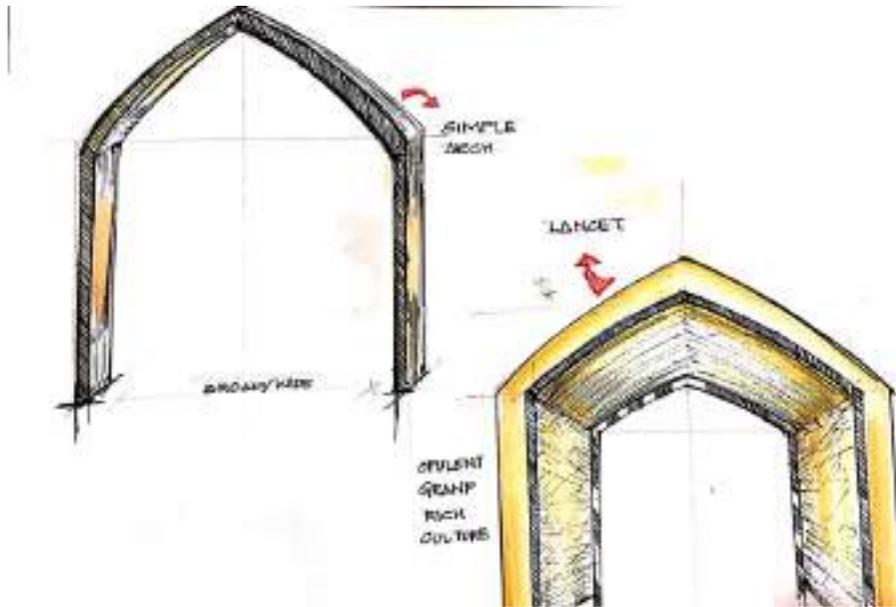
It also was and is a prime location for 'retail' in Hyderabad.

However, over the time, the mall and AC shopping concepts have over shadowed these small markets.

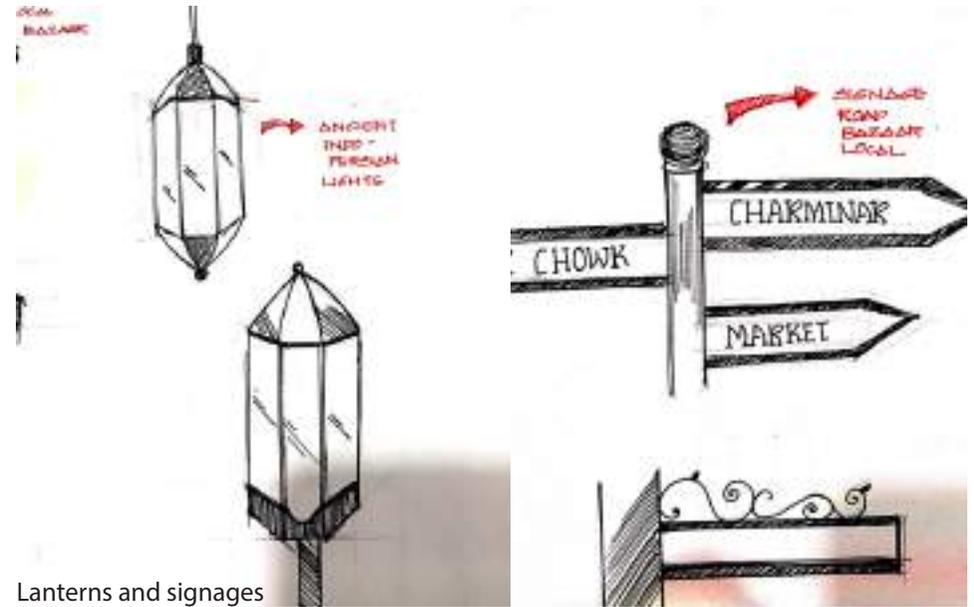
Using a few elements of inspiration, to show a modern bazaar and glimpse of street, to create a curiosity and awareness about the same.



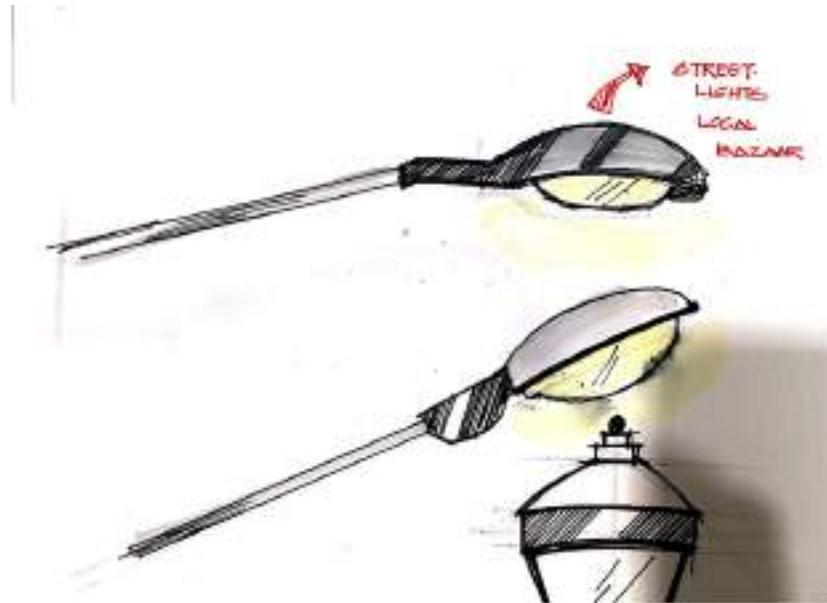
CONCEPT SKETCHES



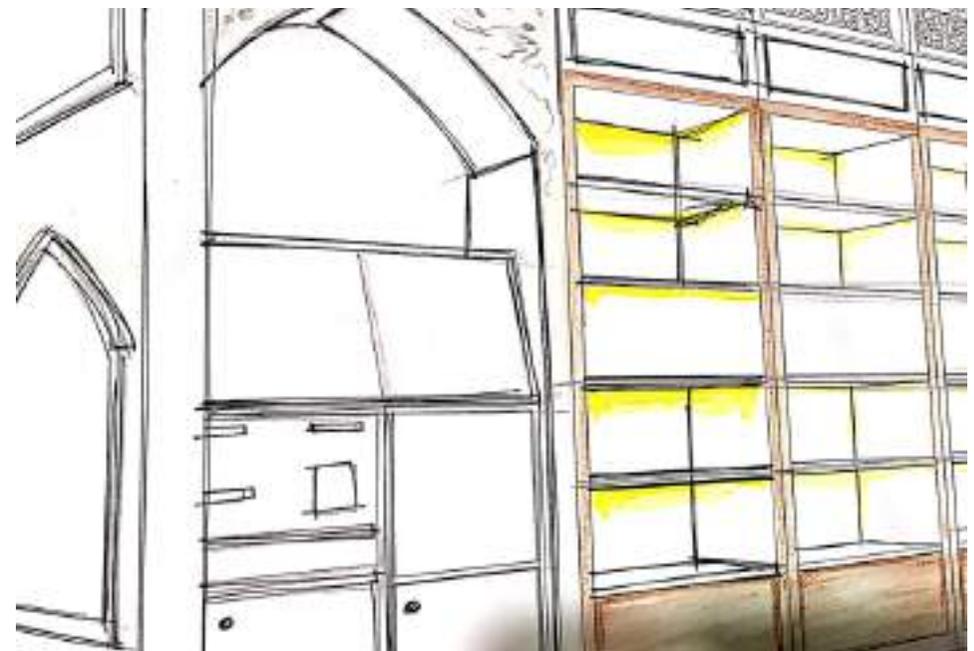
Arches borrowed from the monuments



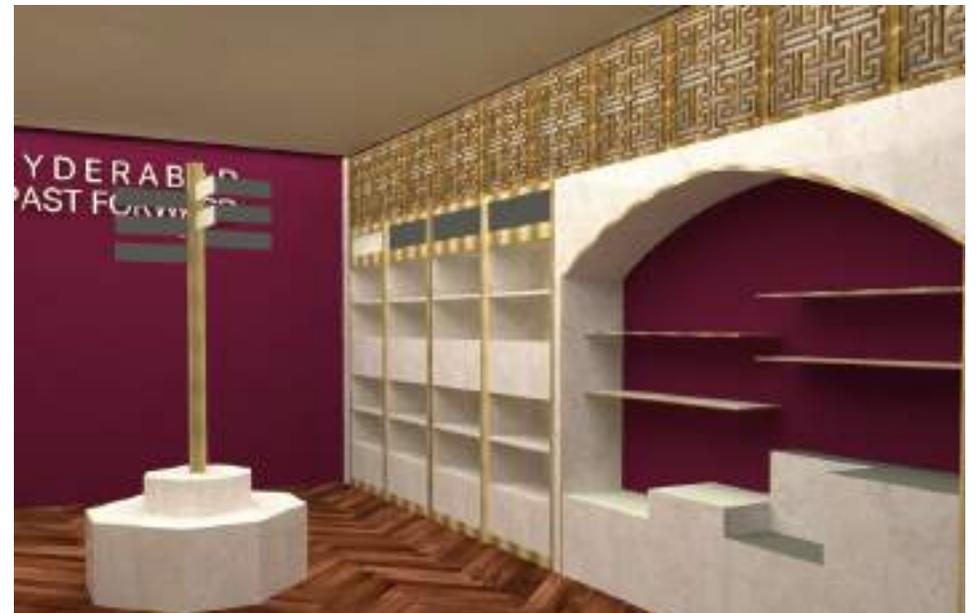
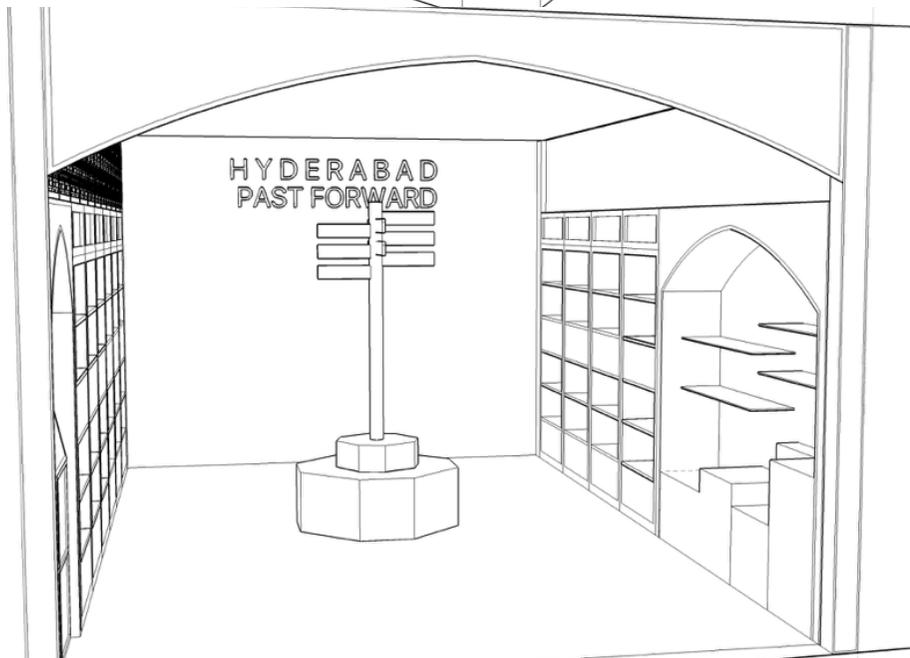
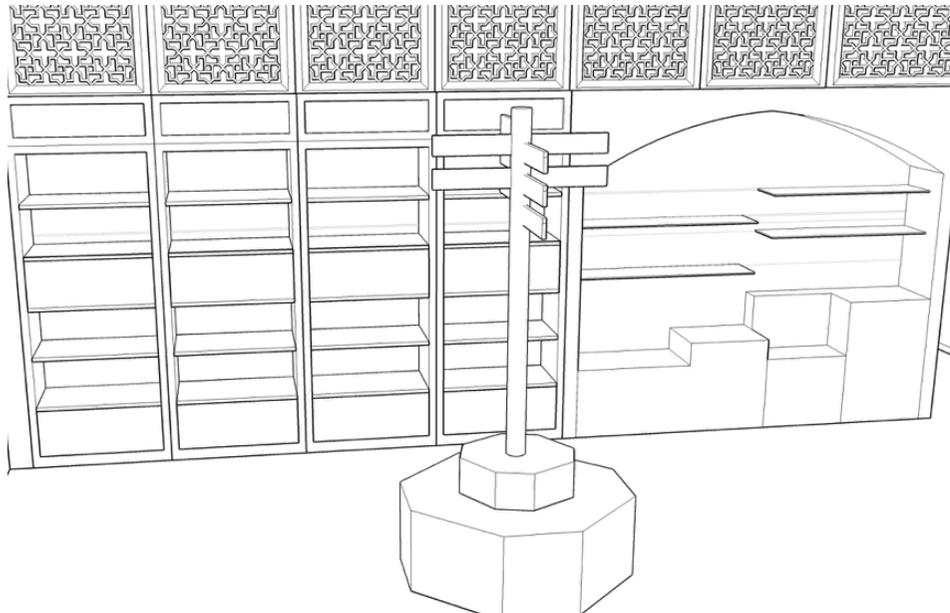
Lanterns and signages



Street lamps used in the earlier days



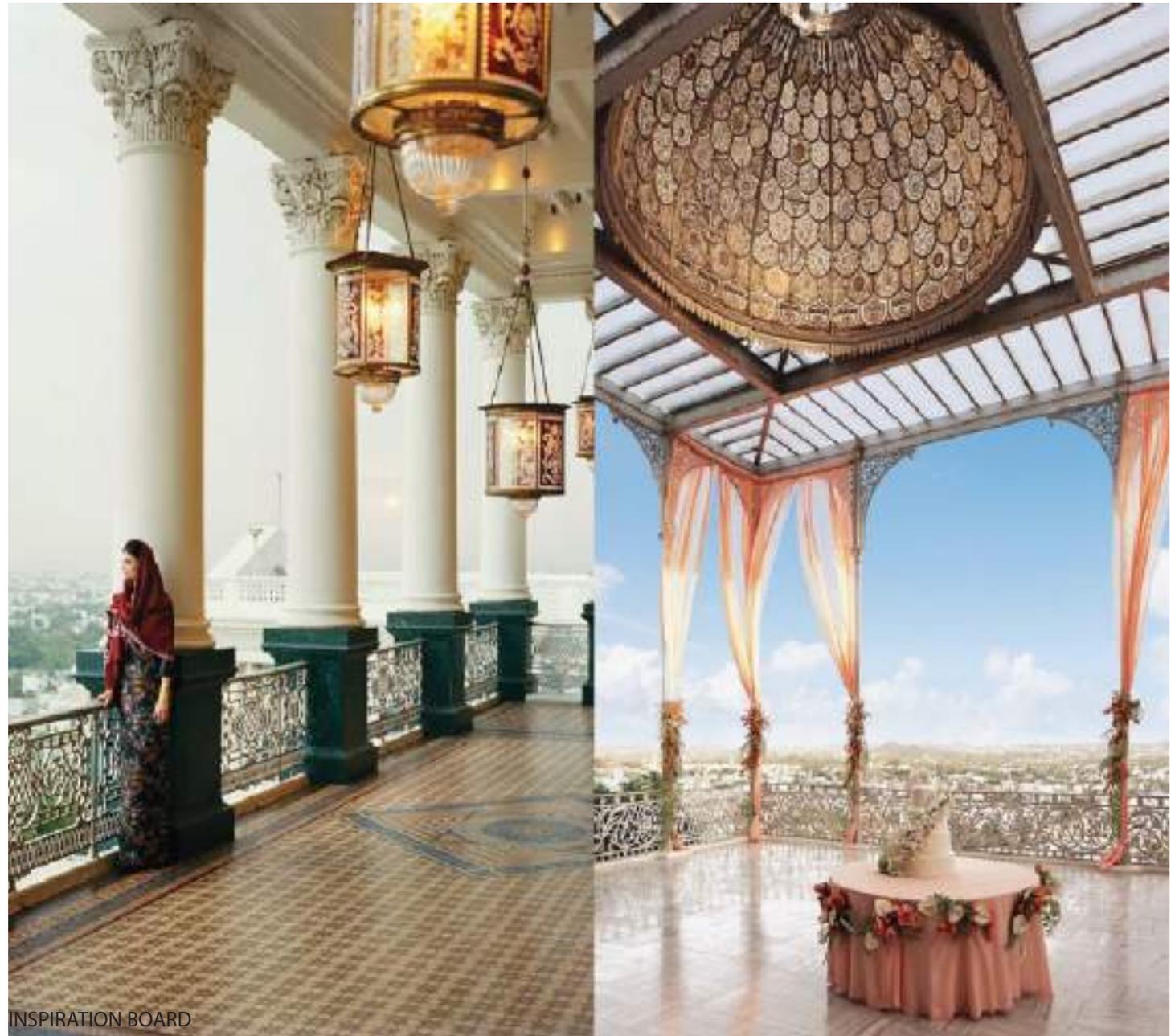
WIREFRAME AND 3-D



14.2 Direction- 2 (Simplistic)

Direction 2 was to be made with minimal lines and chaos. Therefore, it draws inspiration from the 'Jade terrace' of Falaknuma Palace, Hyderabad.

The terrace is an epitome of elegance, grace. It uses the stone and the color 'Jade' Therefore the name.



DIRECTION-2 (MINIMILISTIC)

WHAT

The jade, is a theme that is inspired from the Jade terrace of the famous, Falaknuma Palace, Hyderabad.

It belonged to the Paigah family, and it was later owned by the Nizam of Hyderabad.

Falak-numa means "Like the Sky" or "Mirror of the Sky" in Urdu.

It took nine years to complete the construction and furnish the palace

HOW

For the concepts, the colors of the palace and the jade palace was used.

Using its Simple form in even simpler forms to highlight the space.

WHY

The jade terrace has been an attraction for ages, and calls for customers and viewers from across the world.

Amongst the very heavy and intricate architecture, Falaknuma literally stands tall with its minimal and elegant beauty.

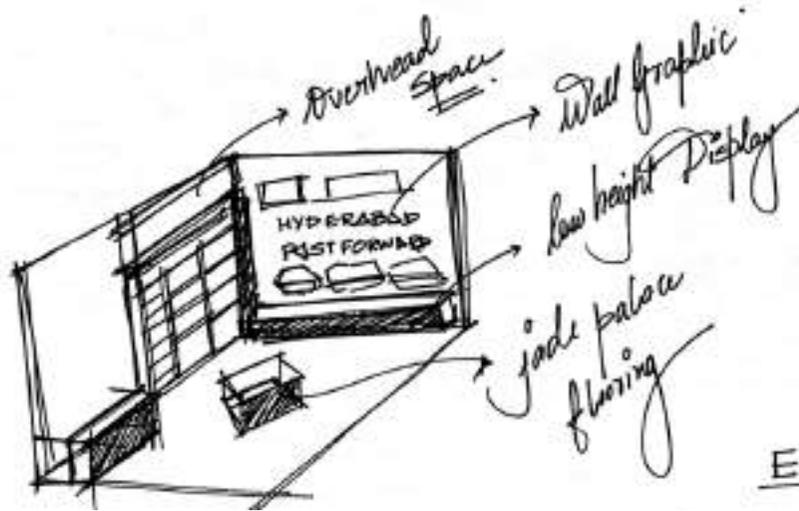
This Palace, creates an unique identity for Hyderabad, and is globally recognised.

The Falaknuma palace is a rare blend of Italian and Tudor architecture.

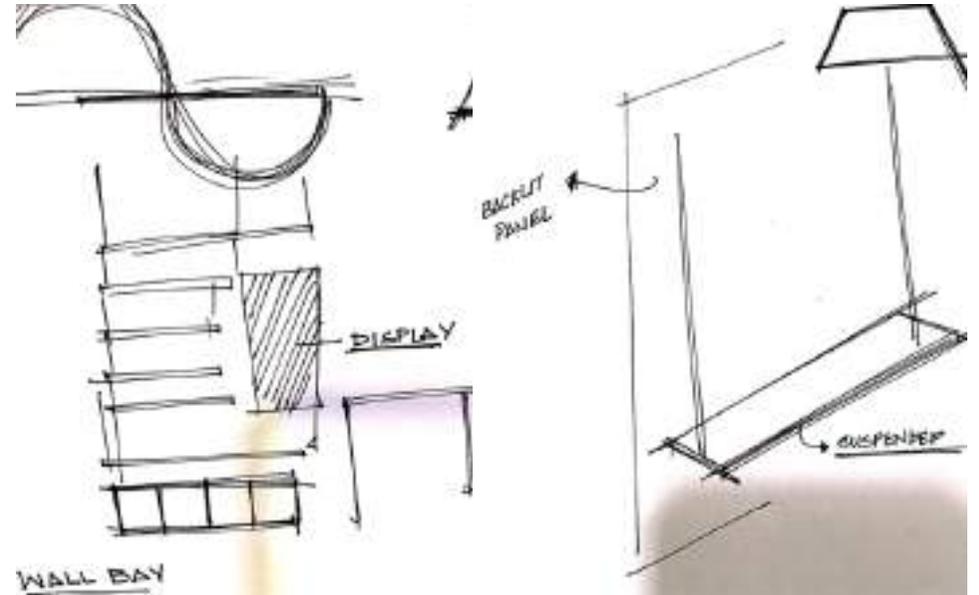
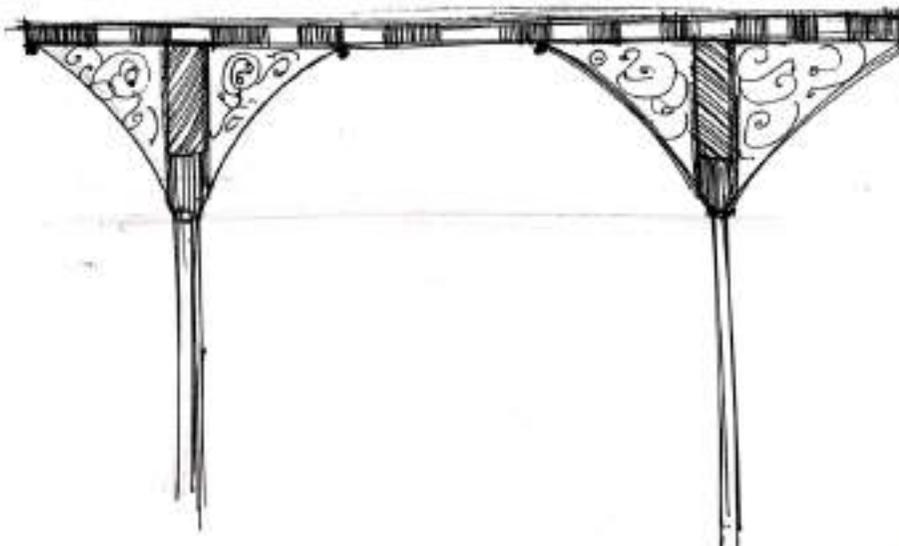


CONCEPT SKETCHES

FALOKNUMA PALACE (Jade Terrace)

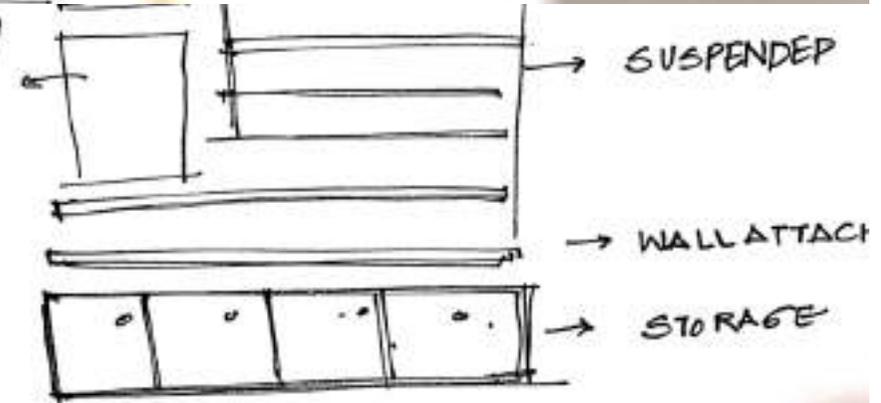


Ever

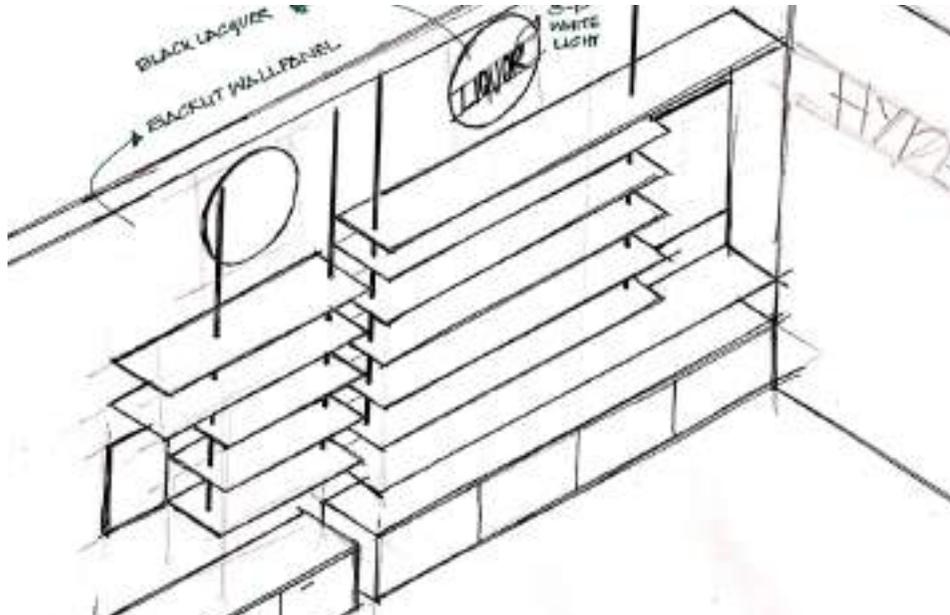


WALL DAY

DISPLAY

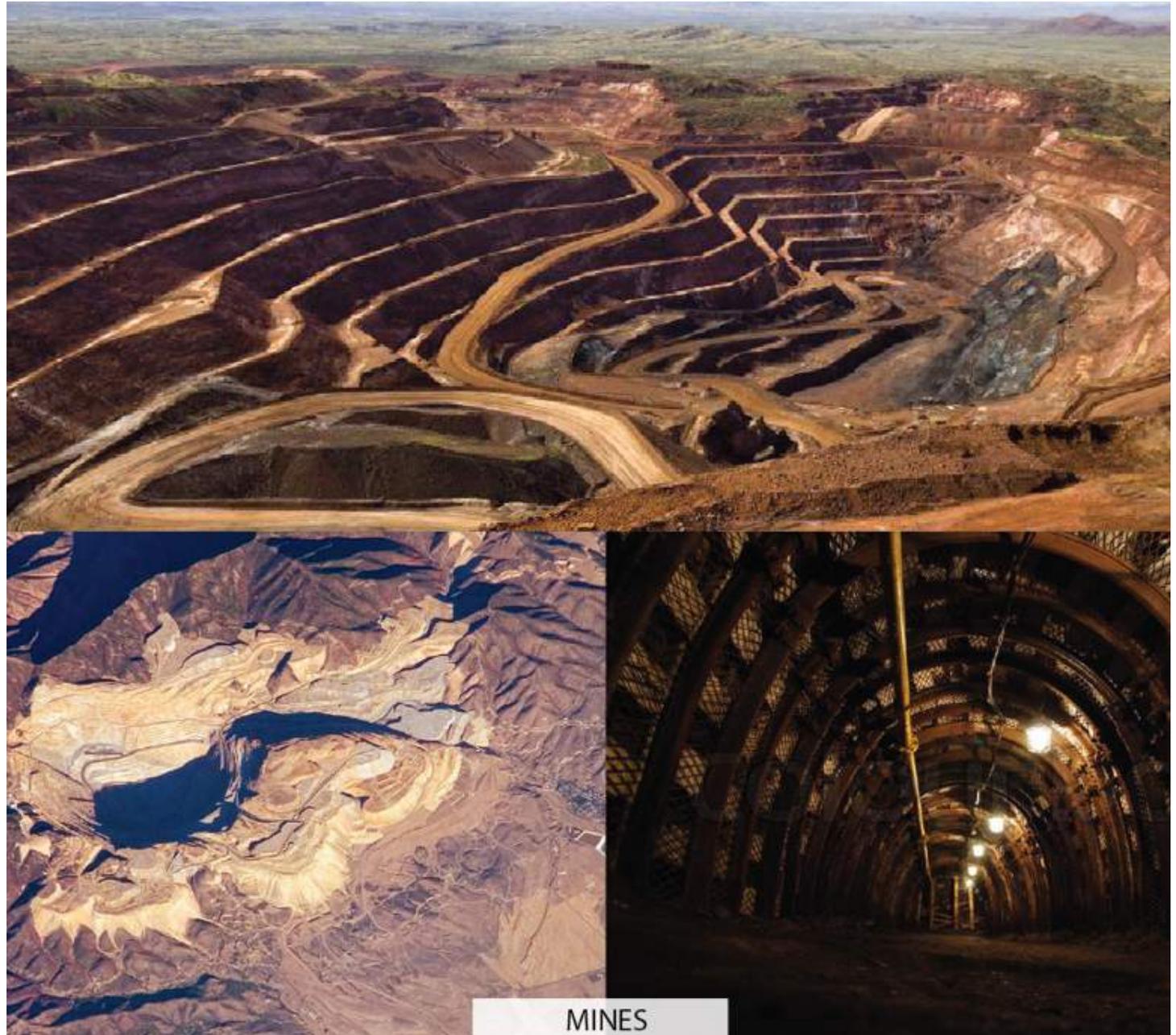


VIEWS AND 3-D



14.3 Direction- 3 (Industrial)

The Kollur Mine (or Gani CouLOUR) in the Guntur district of the Indian state of Andhra Pradesh was one of the most productive diamond mines in the world. Inspiration to be along the lines of Industrial look and feel.



DIRECTION-3 (INDUSTRIAL)

WHAT

Telengana is famous for its mines and contributes highest to mining in India, also Asia.

It has many famous mines, like kollur, singaneri etc. Kohinoor Diamond was an extract from the famous Kollur mines.

The topography of Telegana is in layers, because of the same.

WHY

One of the major Activities in and around Telengana is mining.

It affects the topography and landscape of the place.

The ground is dug in layer, giving a very balanced visual effect.

HOW

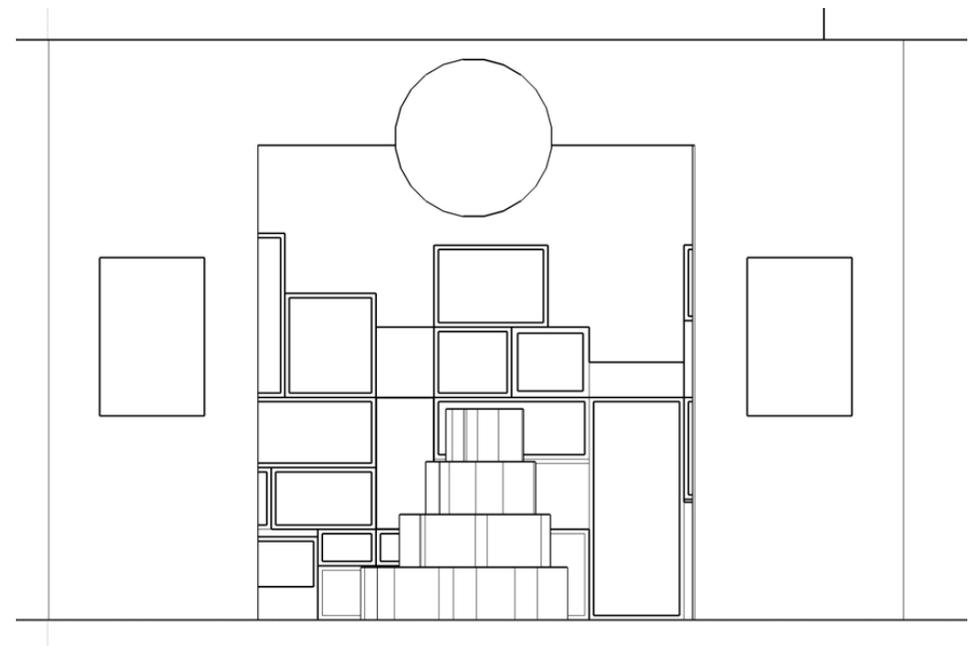
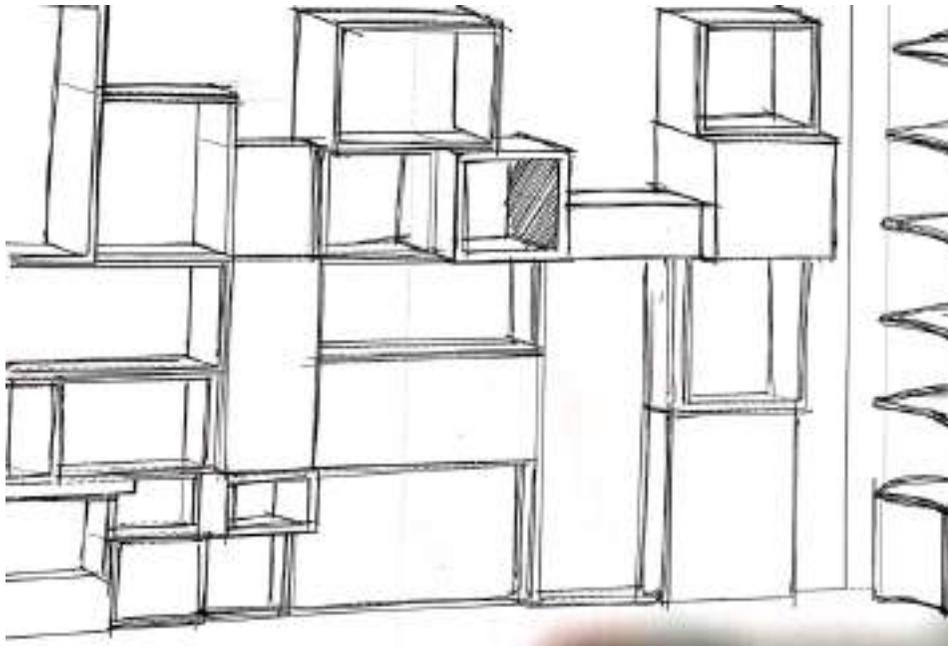
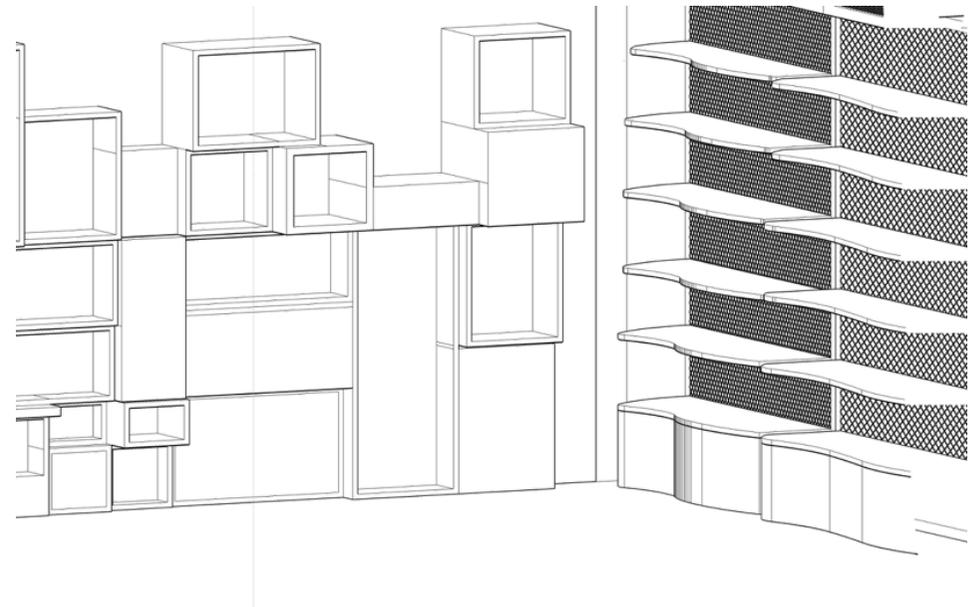
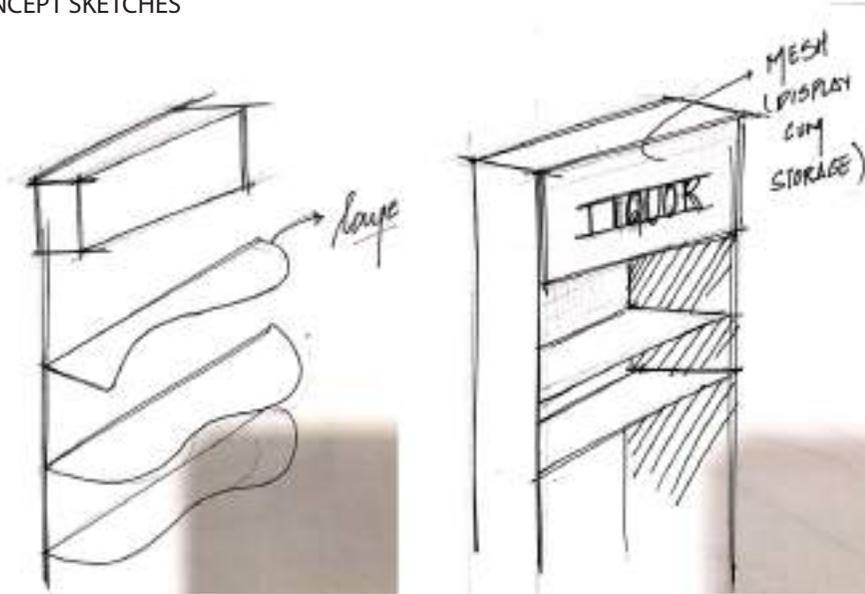
Use of Layers in the Space.

Incorporating a very Industrial look and feel.

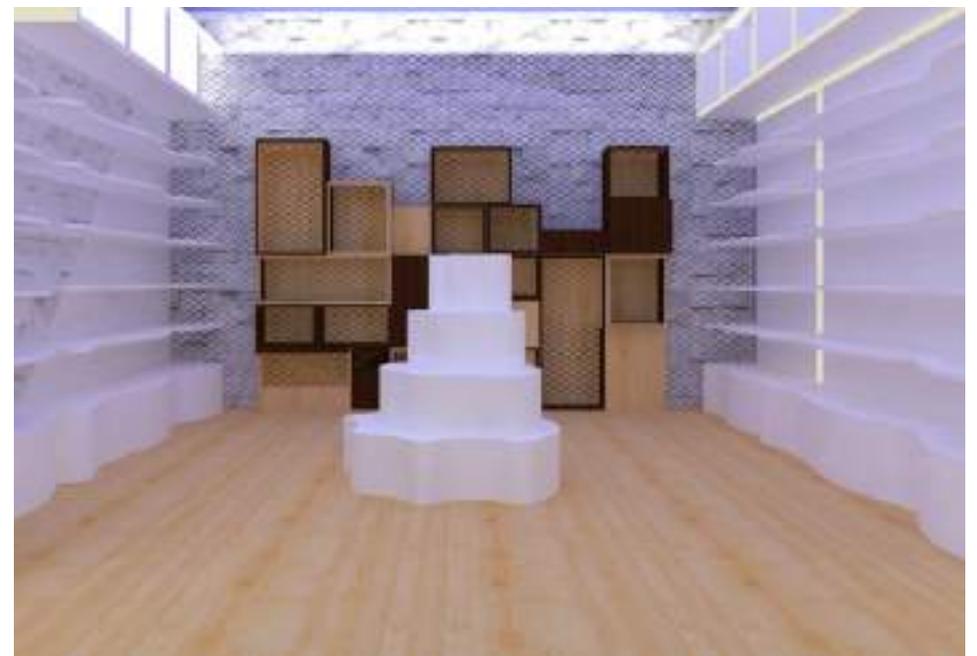
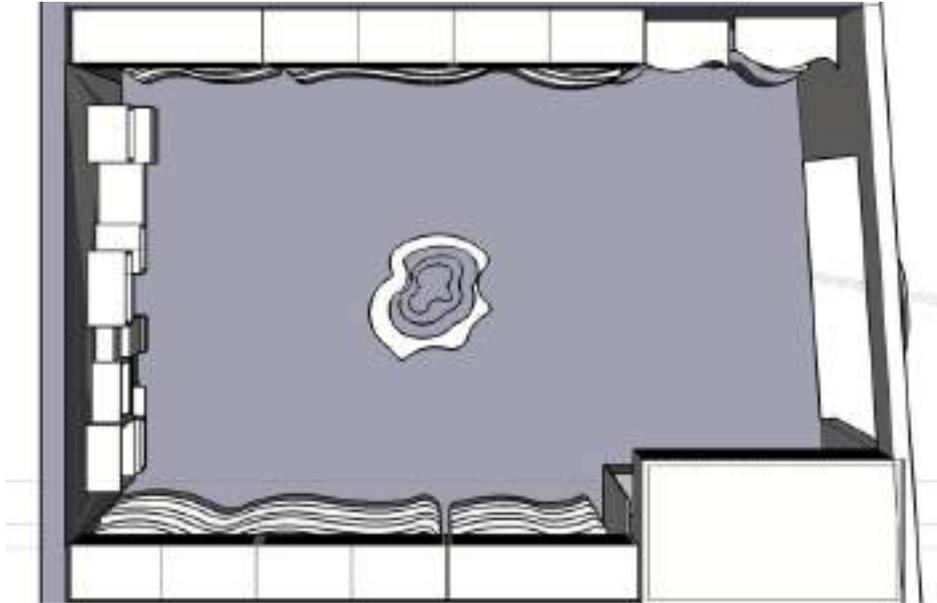
Use of elements used in the mines and around.



CONCEPT SKETCHES

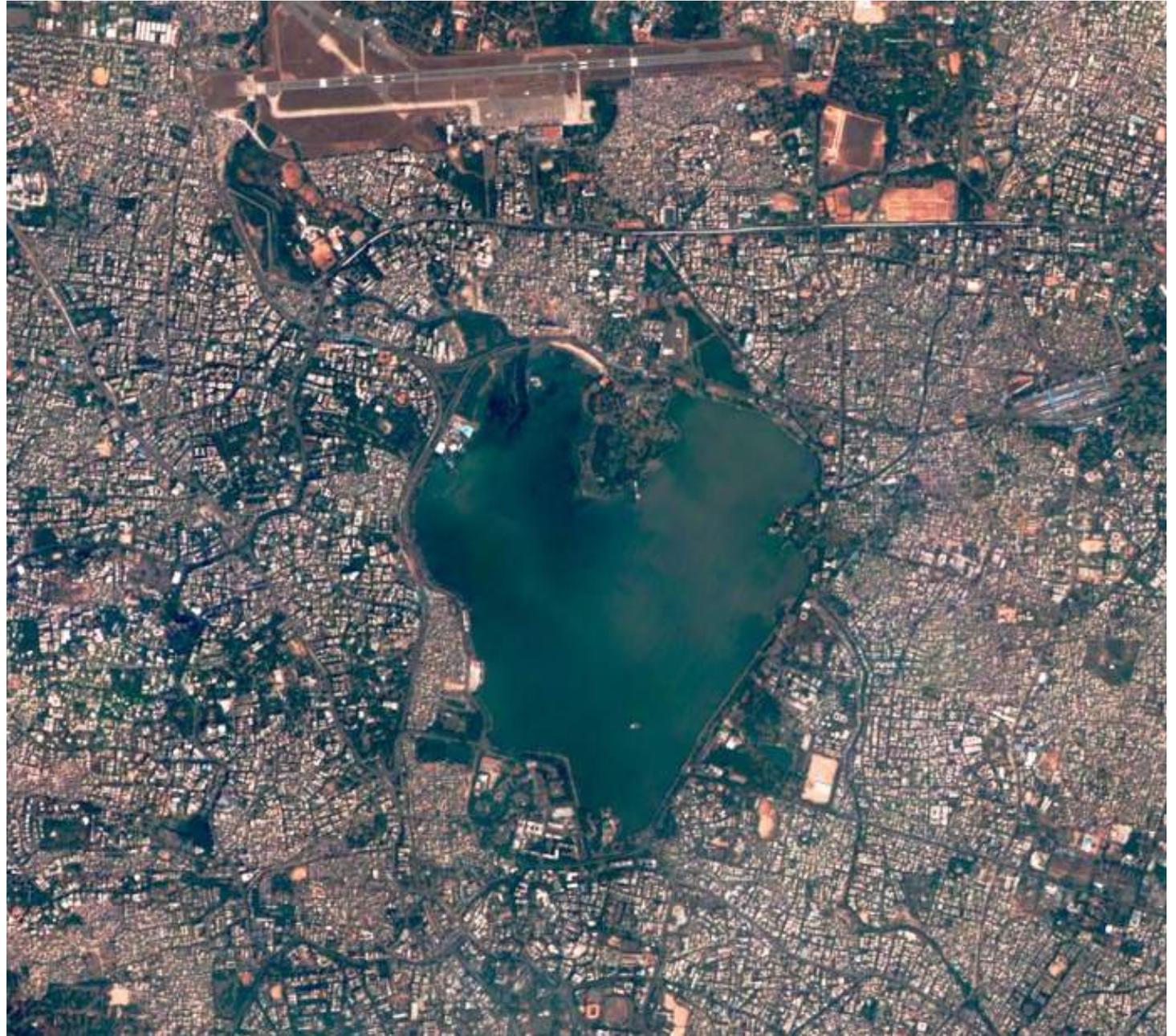


VIEWS AND 3-D



14.4 Direction- 4 (Organic)

Hussain Sagar is a heart shaped lake in Hyderabad built by Ibrahim Quli Qutub Shah in 1563, during the rule of Ibrahim Quli Qutub Shah. It is spread across an area of 5.7 square kilometers and is fed by River Musi. The inspiration to be taken from this lake is Organic. The shape of the lake as seen topographically became an Inspiration.



DIRECTION-4 (ORGANIC)

WHAT

Hussain Sagar is a heart shaped lake in Hyderabad built by Ibrahim Quli Qutub Shah in 1563, during the rule of Ibrahim Quli Qutub Shah.

It is spread across an area of 5.7 square kilometers and is fed by River Musi.

It also separates Hyderabad from its twin city Secunderabad.

Hussain Sagar was the main source of water supply to Hyderabad

HOW

Using the colors and materials to compliment the space.

Organic shapes and forms

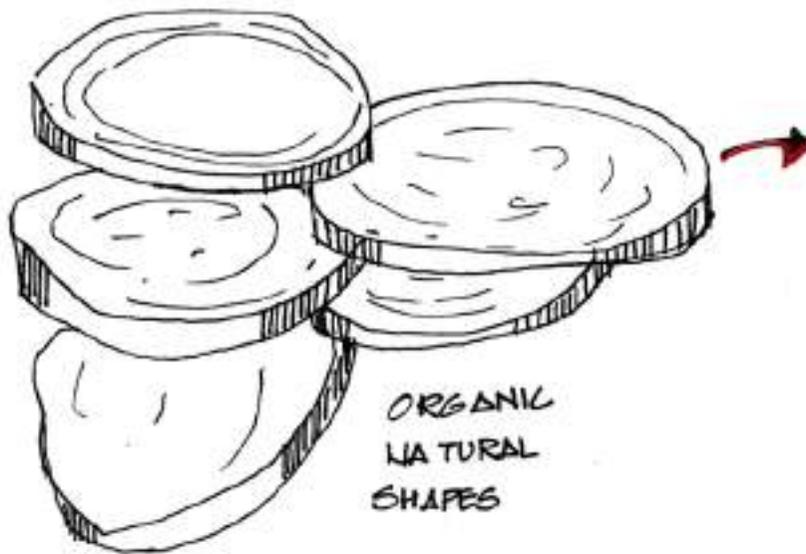
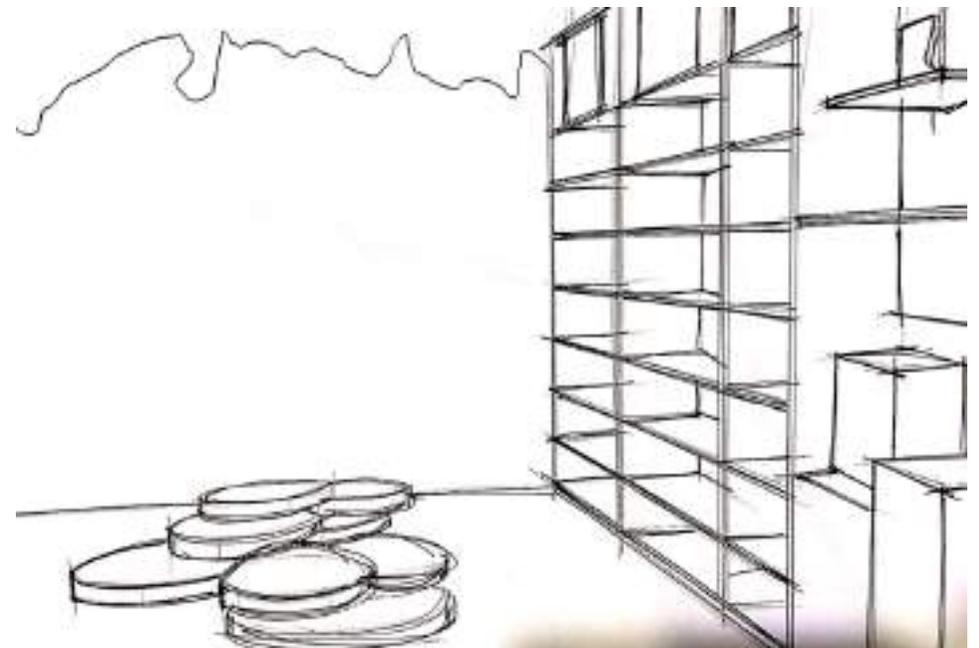
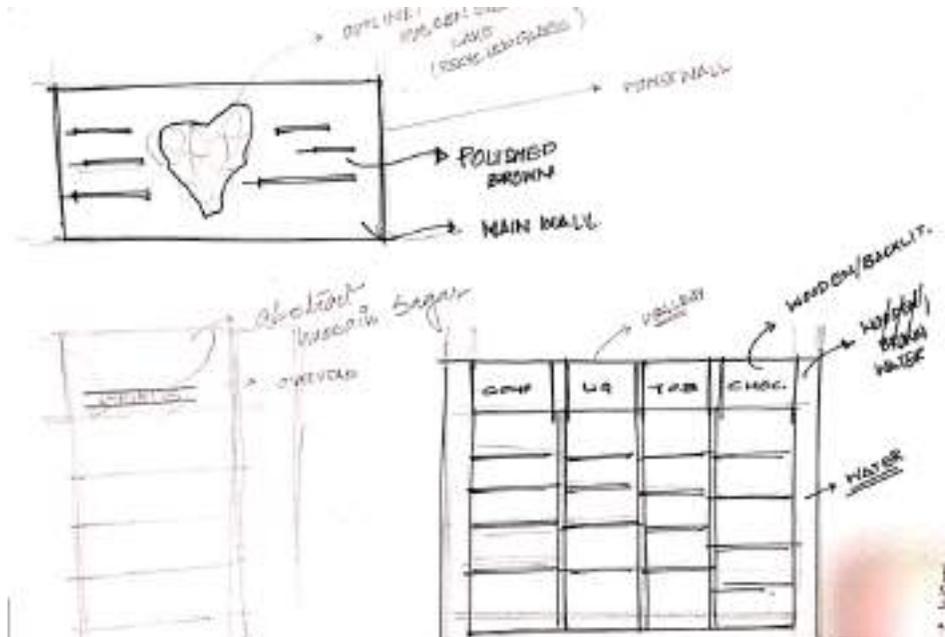
WHY

Lake Hussainsagar, a heritage site of India was declared as the 'Heart of the World' by UNWTO on 27th September 2012, on the occasion of World Tourism Day, for being the World's Largest Heart Shaped Mark on the face of the earth.

Topographically and otherwise, it plays a very important part



CONCEPT SKETCHES



14.5 Developed concepts

CONCEPT 5



Pros-

Space is well organised

It is spacious and looks modern

The space looks unified and complete.



Cons-

Nothing New is created

No identity of its own

Lost opulence and Culture.

CONCEPT 6



CONCEPT 7



CONCEPT 8

After a lot of research and inputs the concept that was picked to be further developed was the 'Hyderabad Concept'

The idea was to use elements from Hyderabad and use them in a modern way for today's generation.

Also modern was necessary as it was standing against Global Duty free.

Most of the crowd were Indian and were used to the traditional concept and were looking for modern style and features.

It was supposed to have subtle elements of Hyderabad, that in an undertoned way conveyed the feeling of Hyderabad but couldn't sense from where exactly.



Chapter 15

Final Design

Brain- storming

The existing concept was further developed to create a concept called 'HYDERABAD PAST FORWARD'

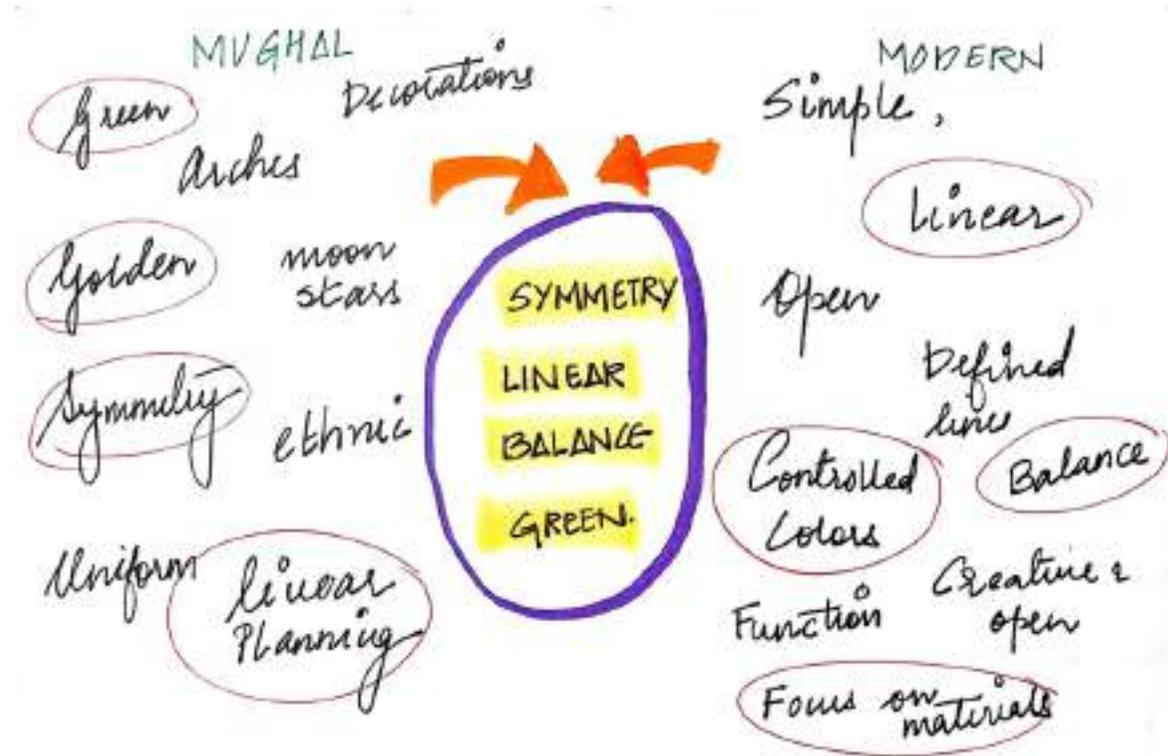
Past forward was picked from fast forward, as the design elements were picked from past and put in the modern design hence, the name.

The flooring reflects its richness, while the walls tone the space down with their modern charm.

The jali pattern is derived from lines used in the Nizam and Mughal era that were further simplified to make the space look less heavy visually.

The running magnet lights, flooring and focus wall, create a flow and dynamic feature in the space

Green, that could be a dominating color was used as an under tone in the niches.

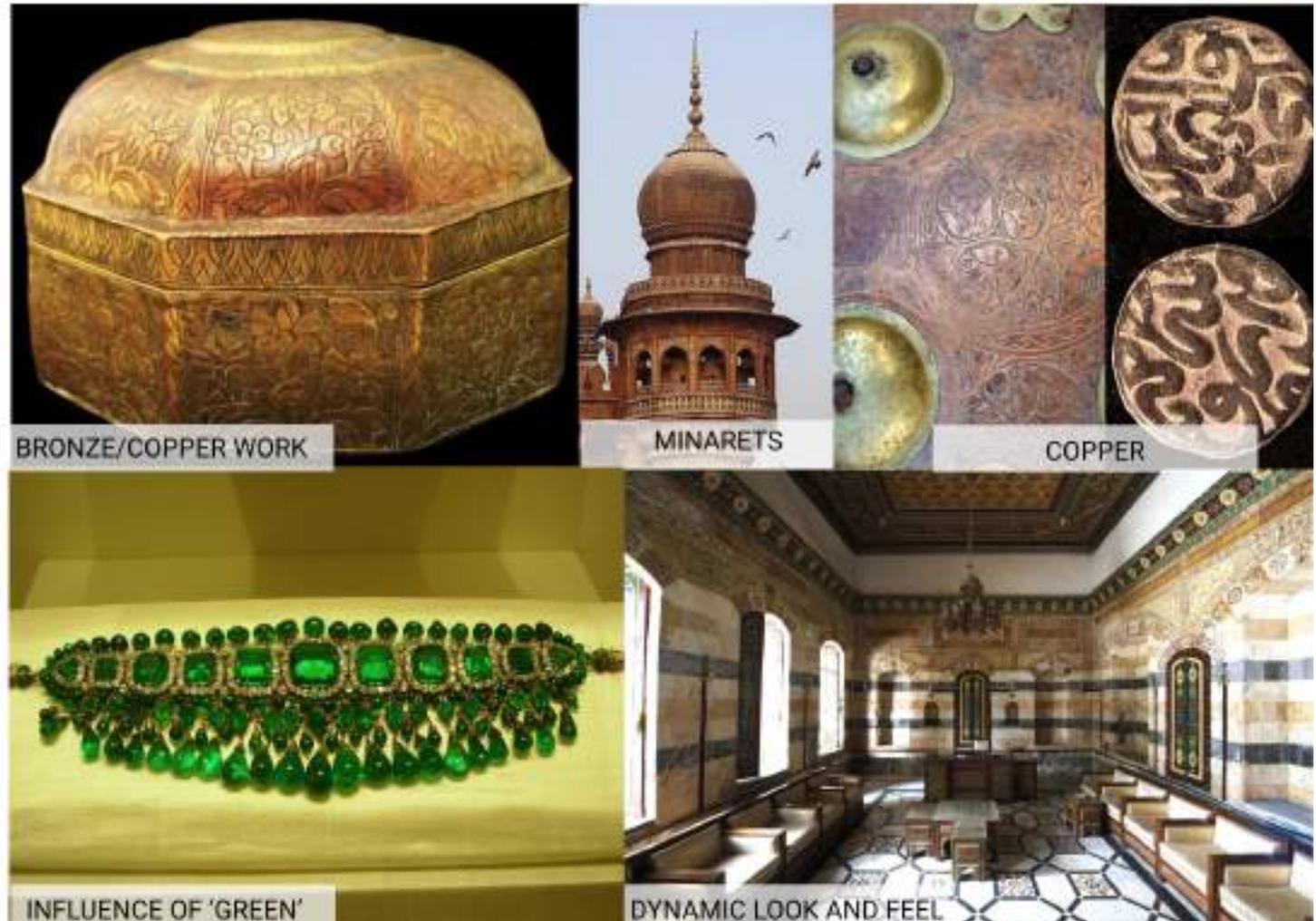


After extensive research and Analysis, the major two underlying features figured out were SYMMETRY, LINEARITY and significance of the color, GREEN

MOOD-BOARD



INSPIRATION-BOARD



BRONZE/COPPER WORK

MINARETS

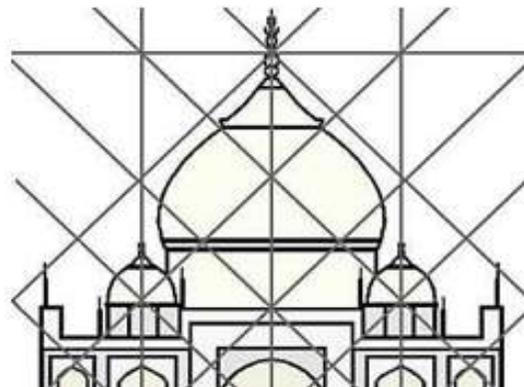
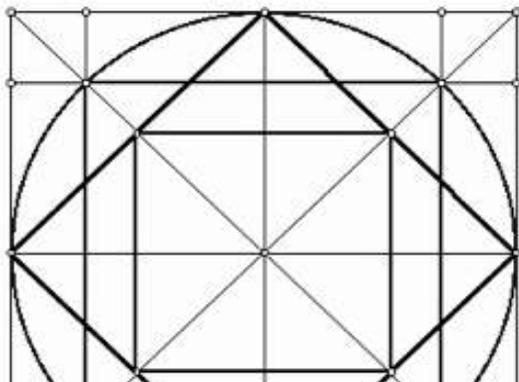
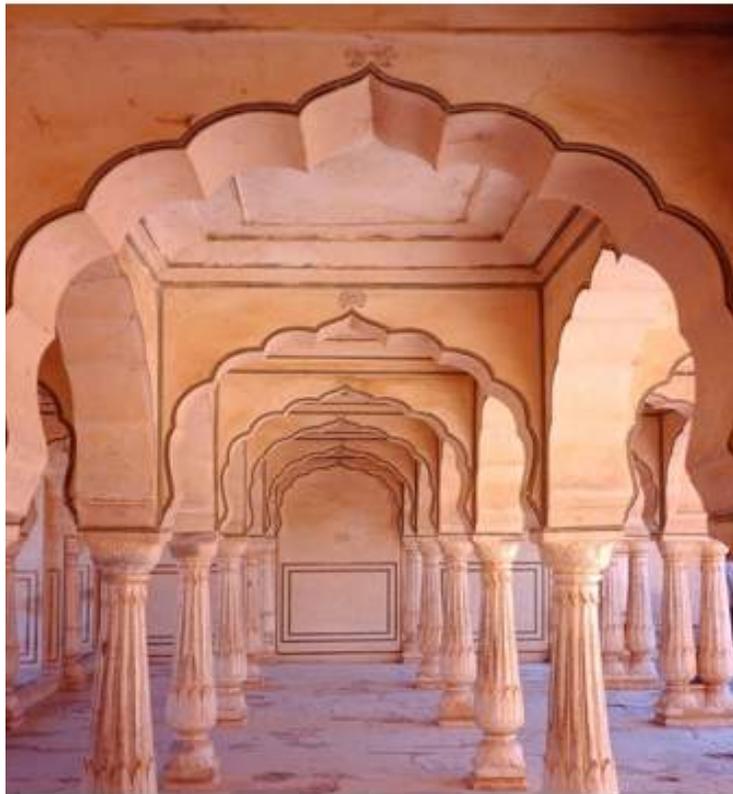
COPPER

INFLUENCE OF 'GREEN'

DYNAMIC LOOK AND FEEL

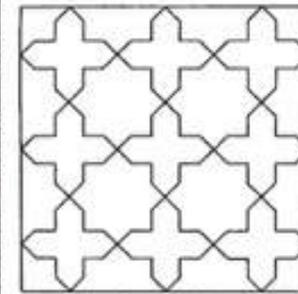
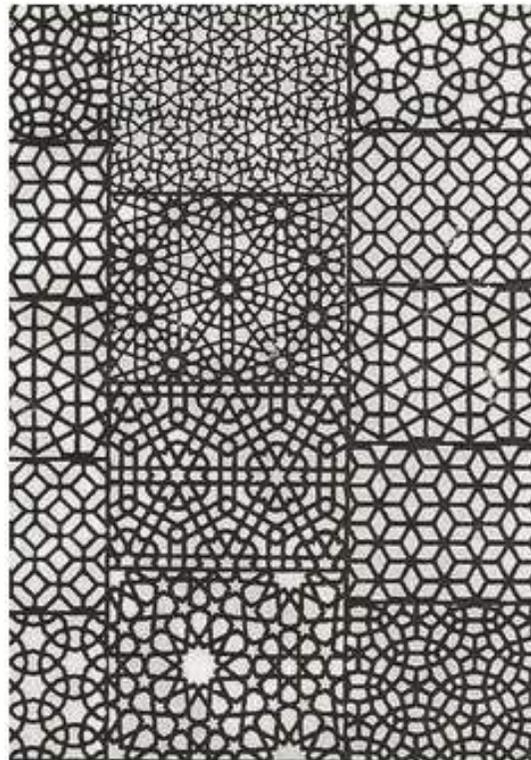
INSPIRATION-BOARD

SYMMETRY

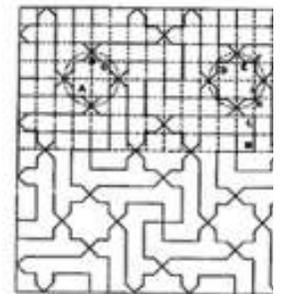


INSPIRATION-BOARD

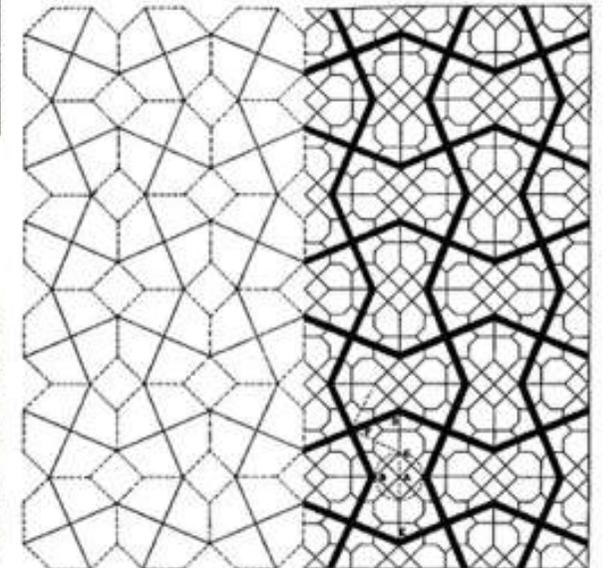
LINEAR



Patterns of geometrical in the central chamber of the Taj Mahal.



Patterns from the Court of the Lions in the Alhambra.



INSPIRATION-BOARD

SYMMETRY & LINEAR



CHARACTERISTICS OF THE FINAL DESIGN

The Final Design moves away from the cliched arches and heavy elements, generally used.

It focus on bringing out the heritage, while using sleek modern forms.

It sends out a subtle essence of Hyderabad, while leaving its soul lingering.

It draws Inspiration from the silent features of the Mughal/Nizam architecture, rather than direct Inspiration.

It stands in stark contrast to its airport environment.

Blends the past with the future.

Attracts attention and sparks curiosity (Open facade)

The layout places the cash counter in the centre to increase the wall bay space (as it accommodates more products)

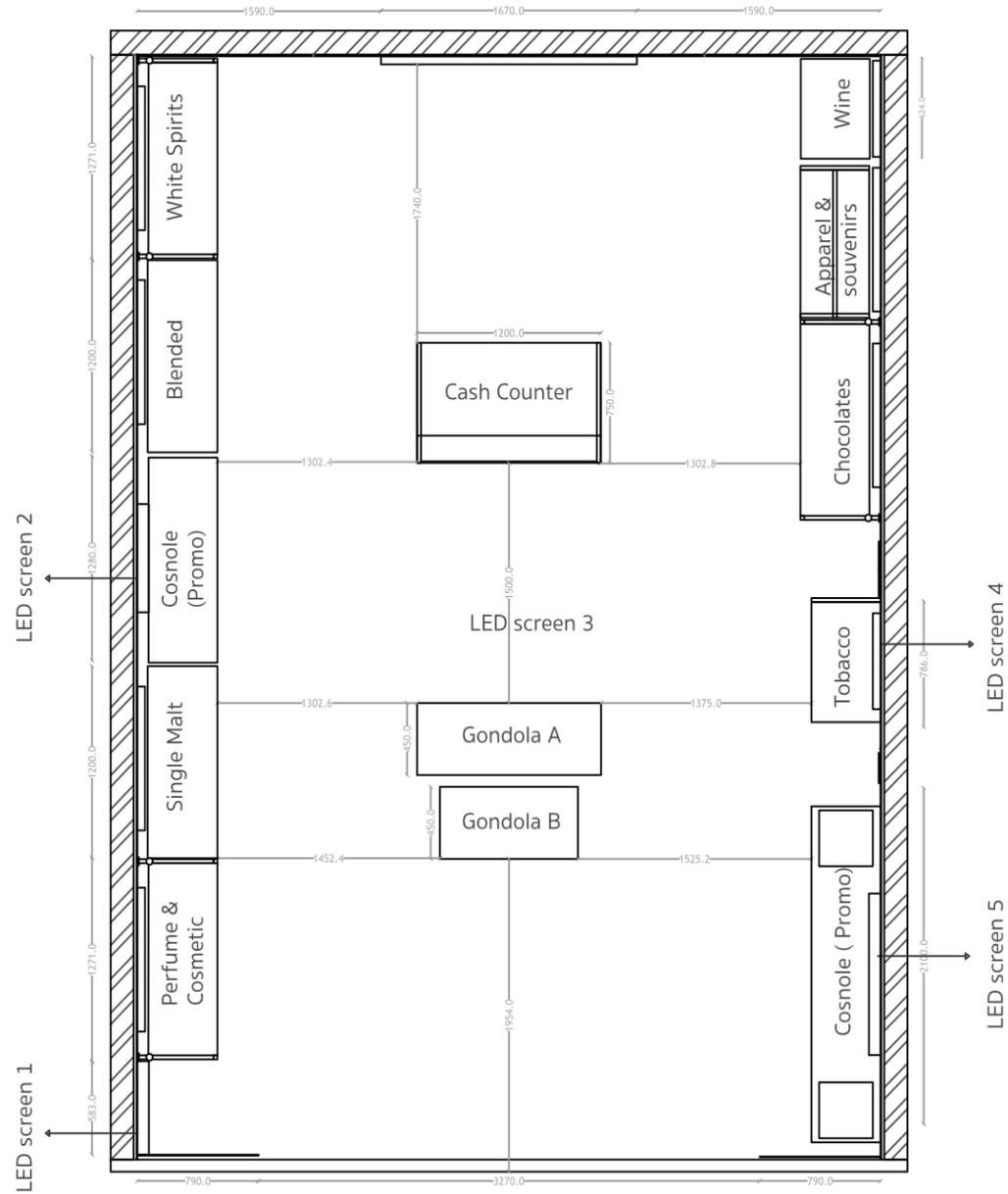
The Display units/ wall bays used are varied but unified with design, color, material and elements.

All the copper fret work (Jali) and Lacquer black glass shelves have edges lines subtly with 'green' duct paint.

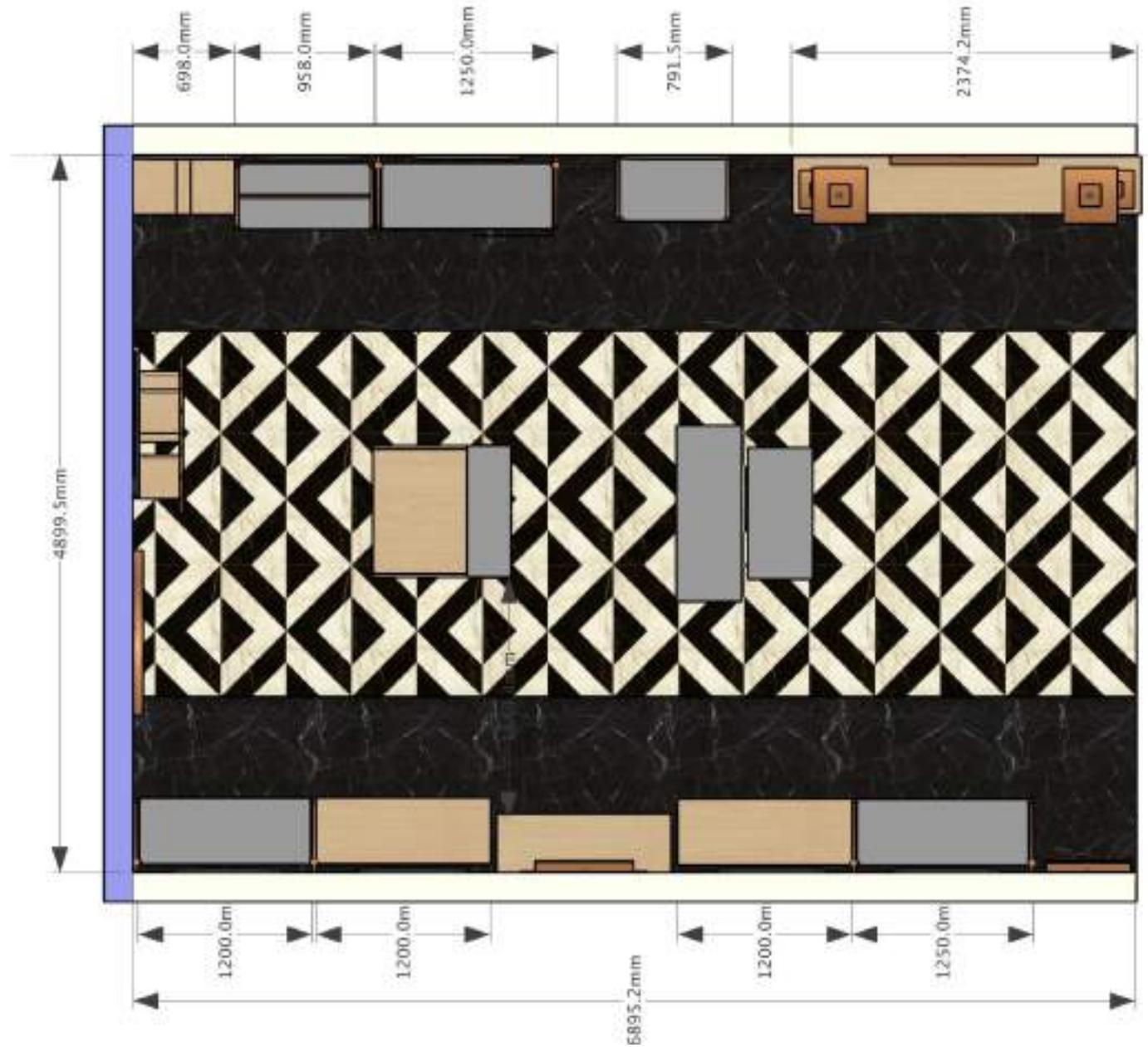


LAYOUT OF THE STORE

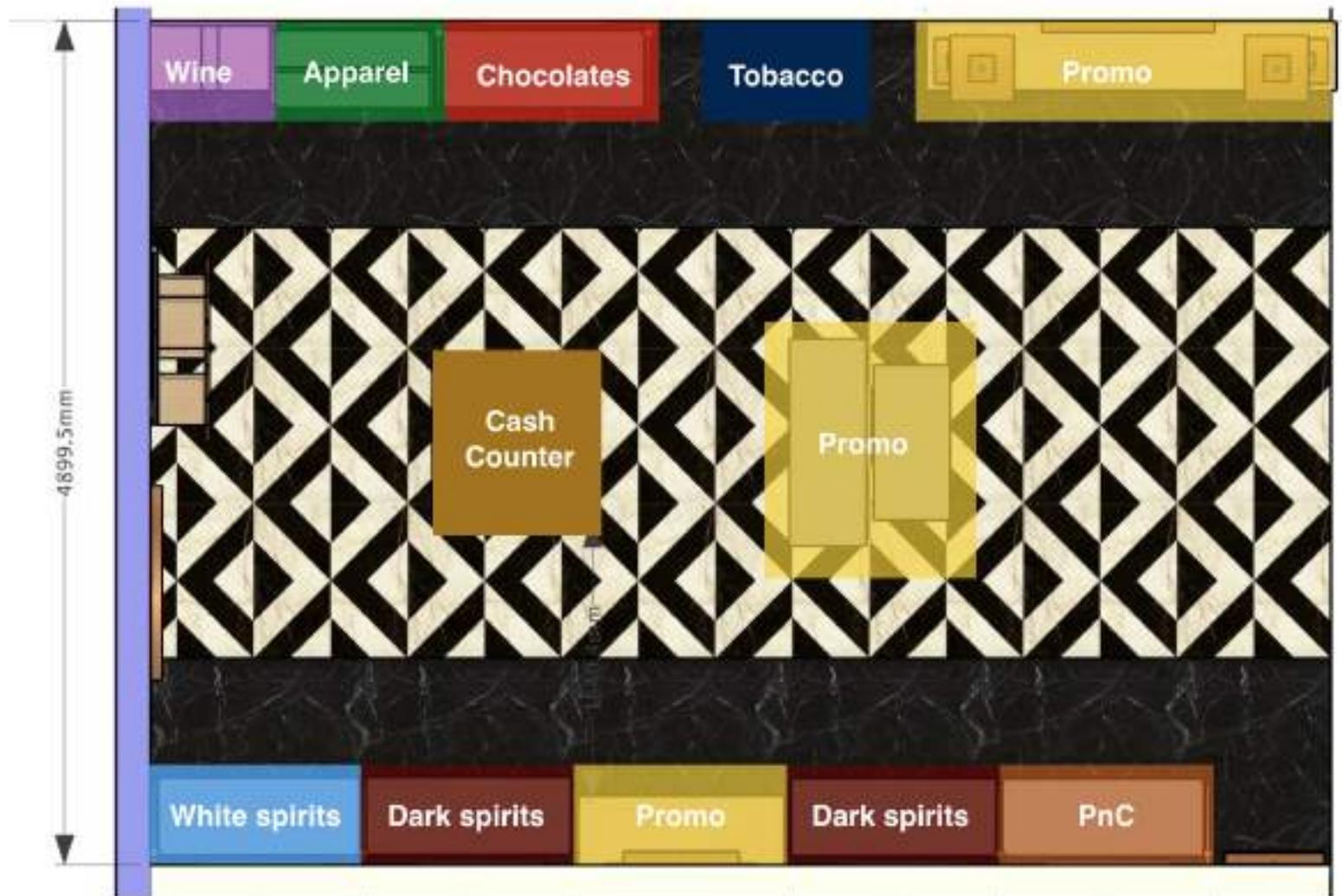
The layout of the store is designed so give ample circulation space while trying to accomodate all the categories. Cash counter is placed in the centre to avoid space wastage on the walls and put more products instead.



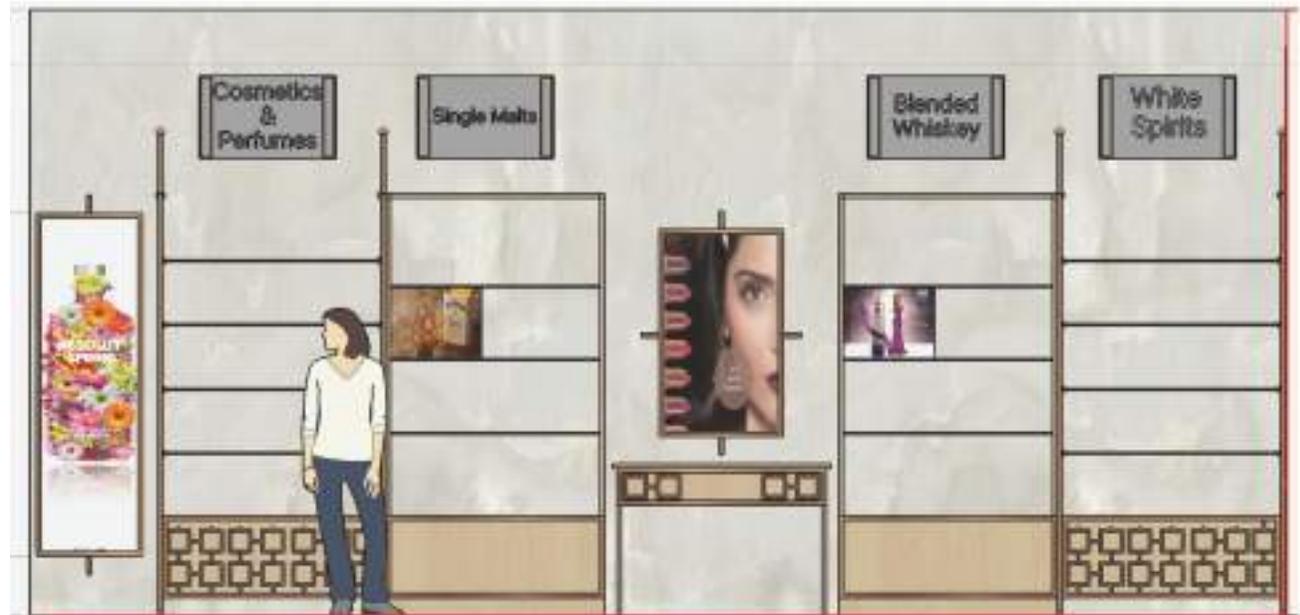
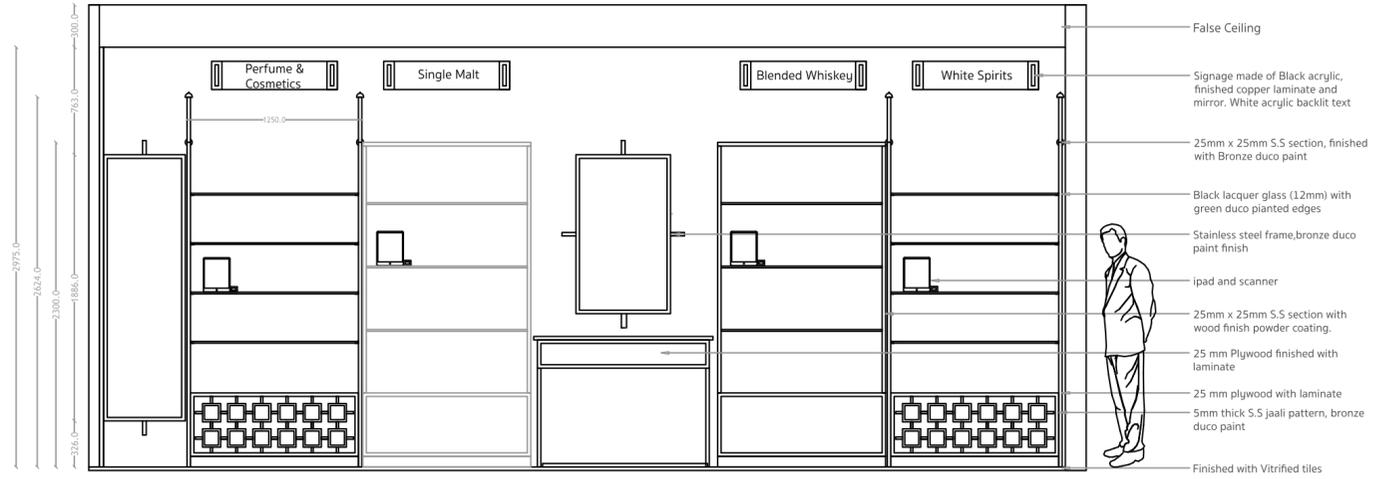
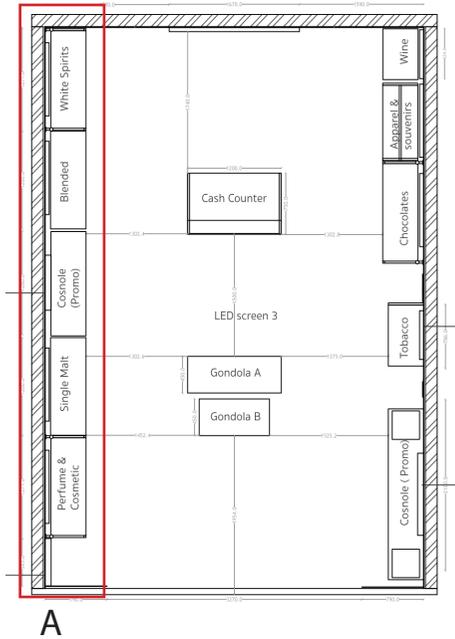
LAYOUT OF THE STORE
(RENDERED)



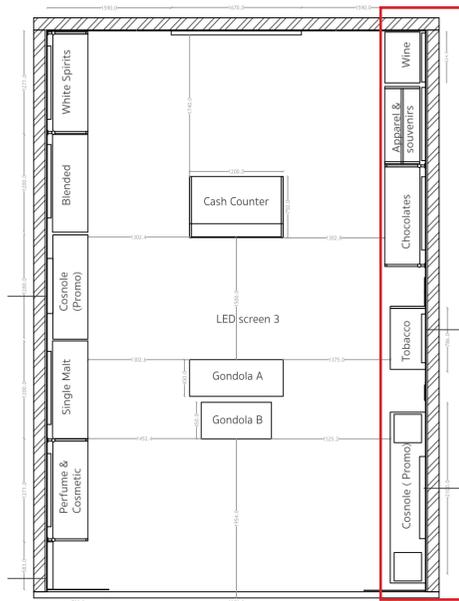
ZONING OF THE STORE



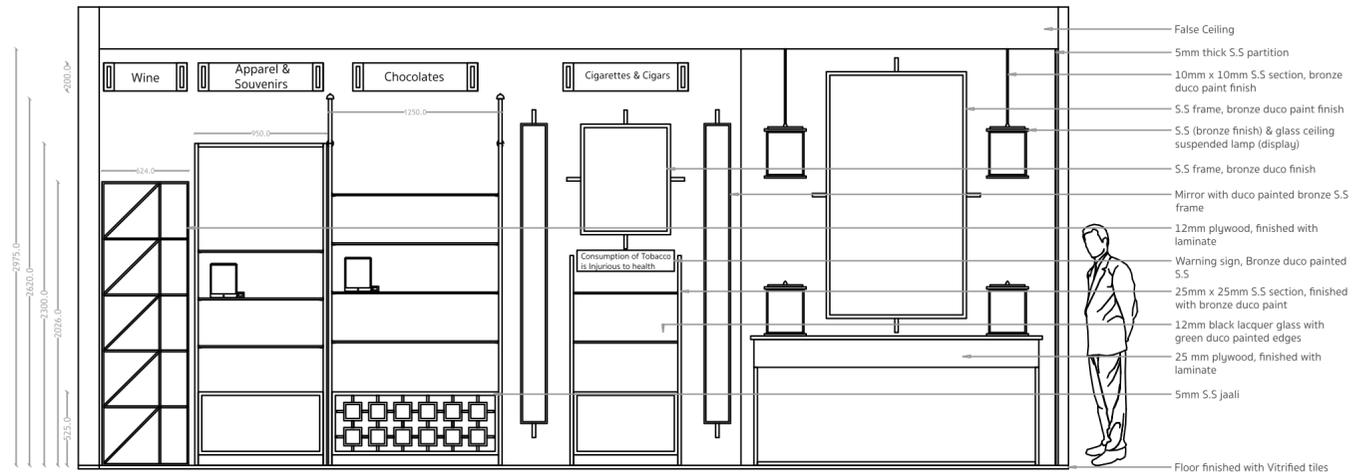
ELEVATION- A



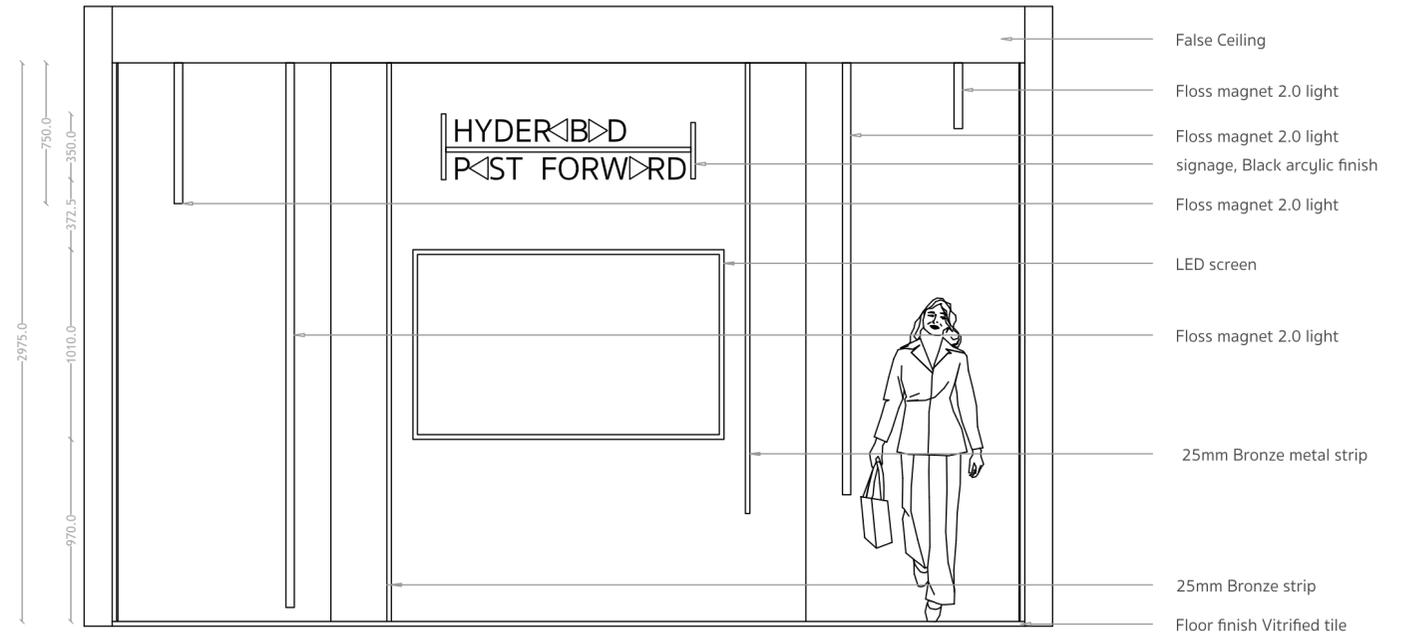
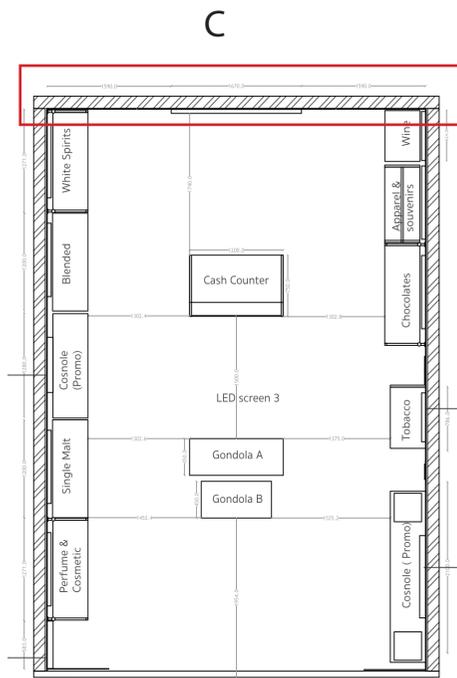
ELEVATION- B



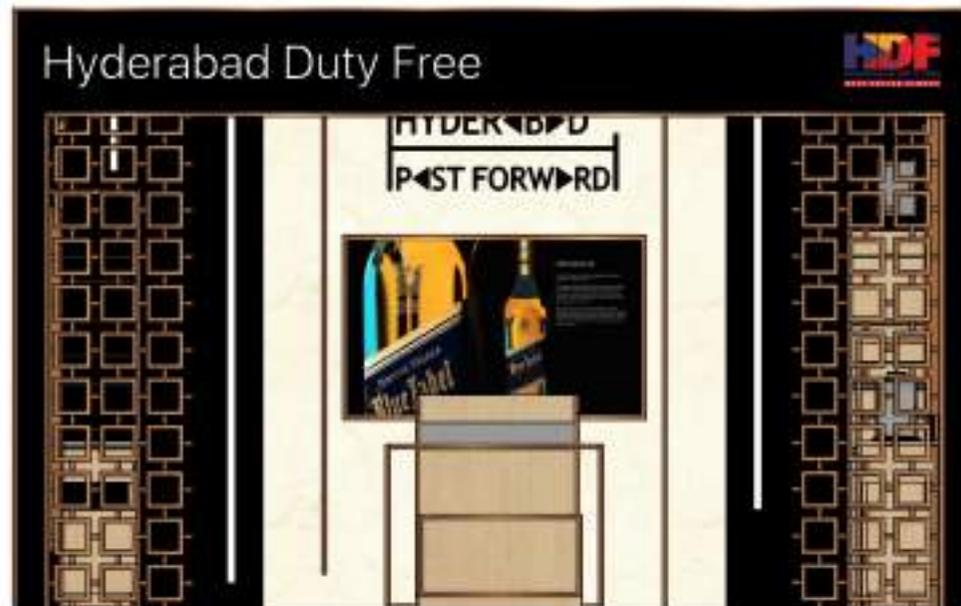
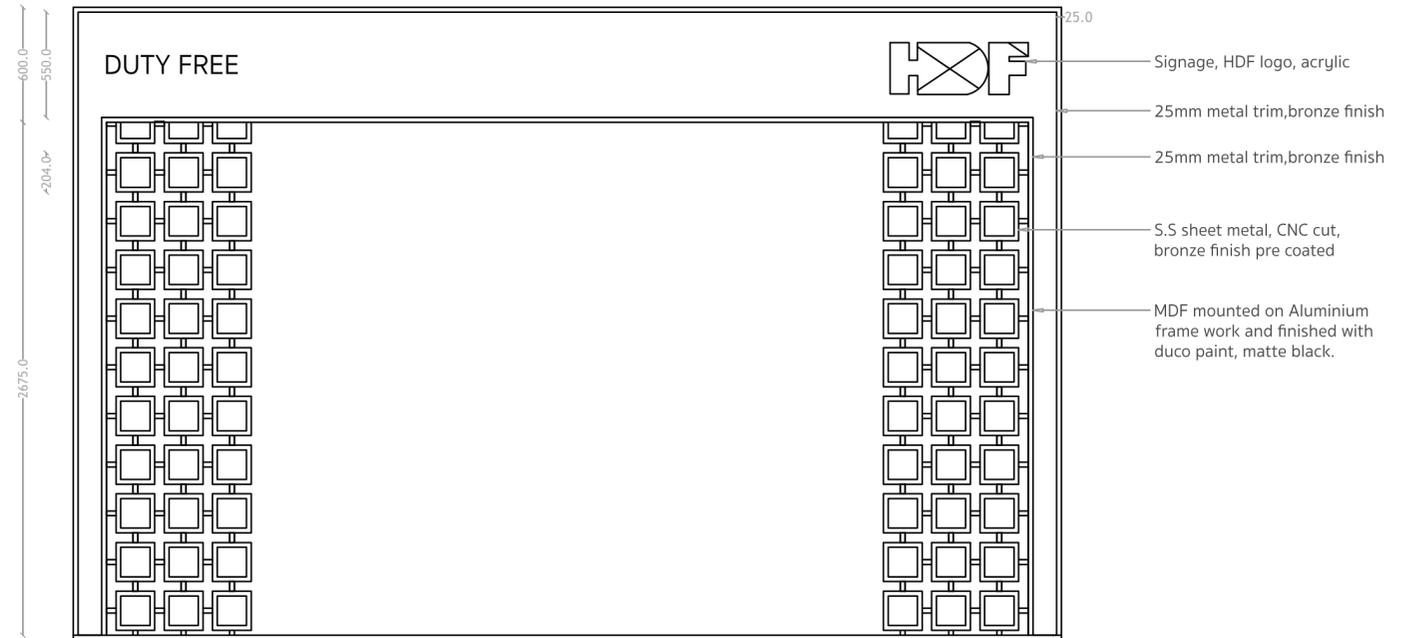
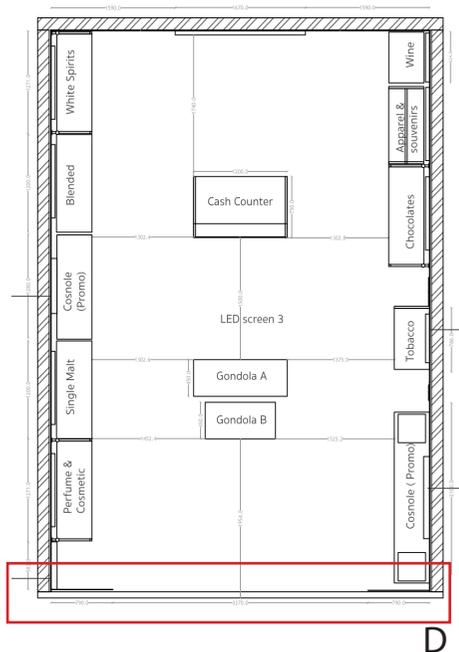
B



ELEVATION- C



**ELEVATION- D
(FACADE)**



RENDERED VIEWS OF
THE STORE



Right wall view of the store



Right side view of the wall units and fixtures.



Right side view of the store



Left side view of
the store



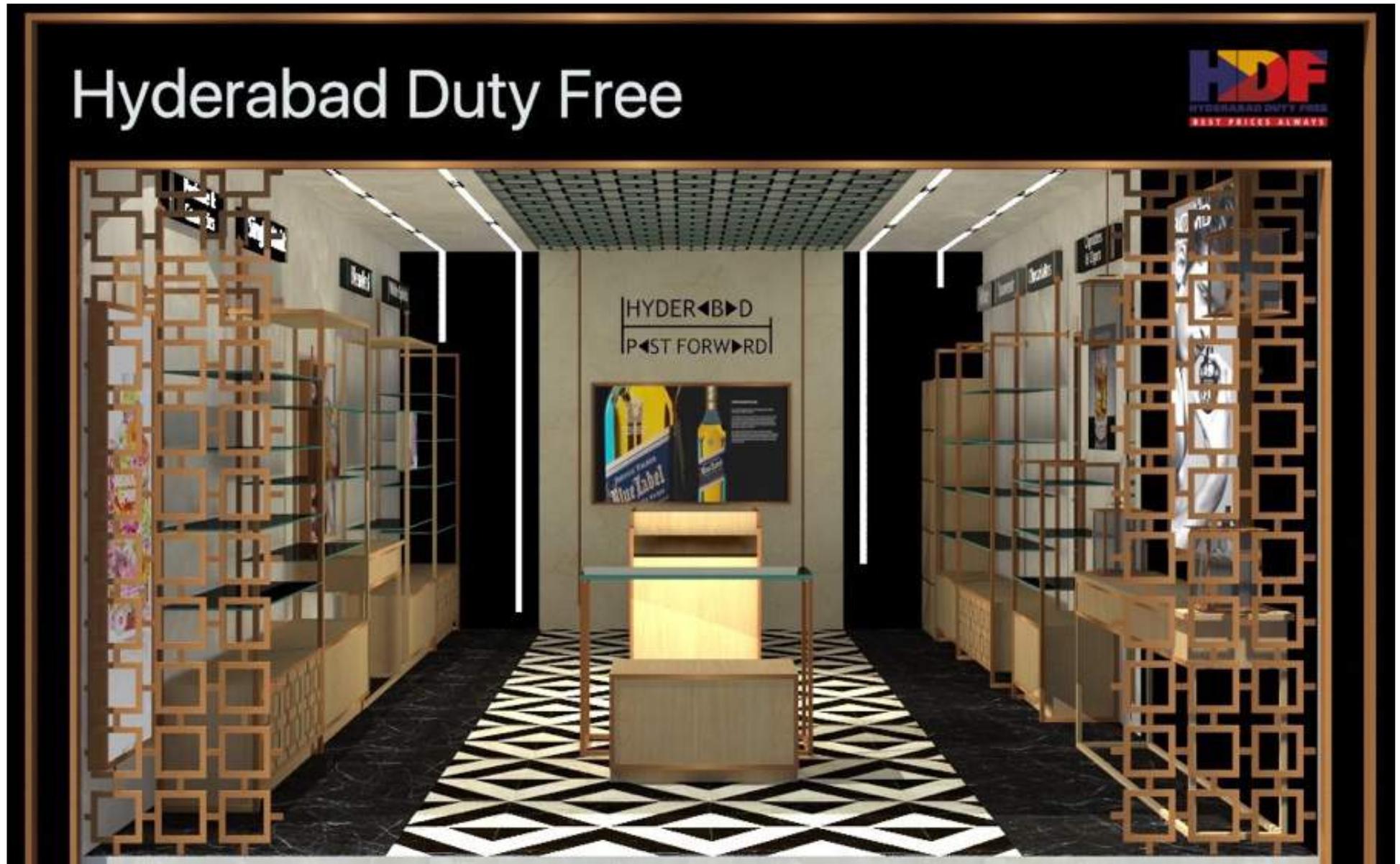
Left wall view of
the store



Right wall view of the store



Front view of the store





TECHNOLOGY USED IN THE STORE

Various technological elements were used in the store. Primarily the Samsung signage screen, it is high resolution, edgeless TV screen, designed for display. Ipad and scanners act as interactive display units and replace regular tags. The sleek debit card machine saves space and paper.



Samsung digital signage screen



I-pad as interactive display tablets



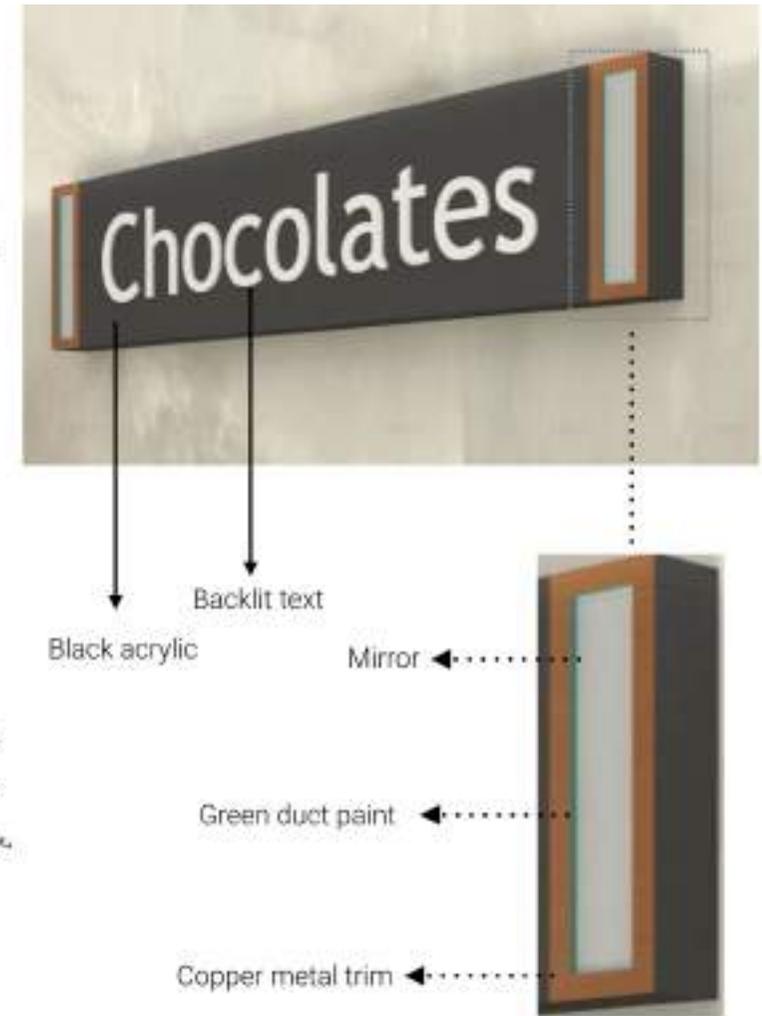
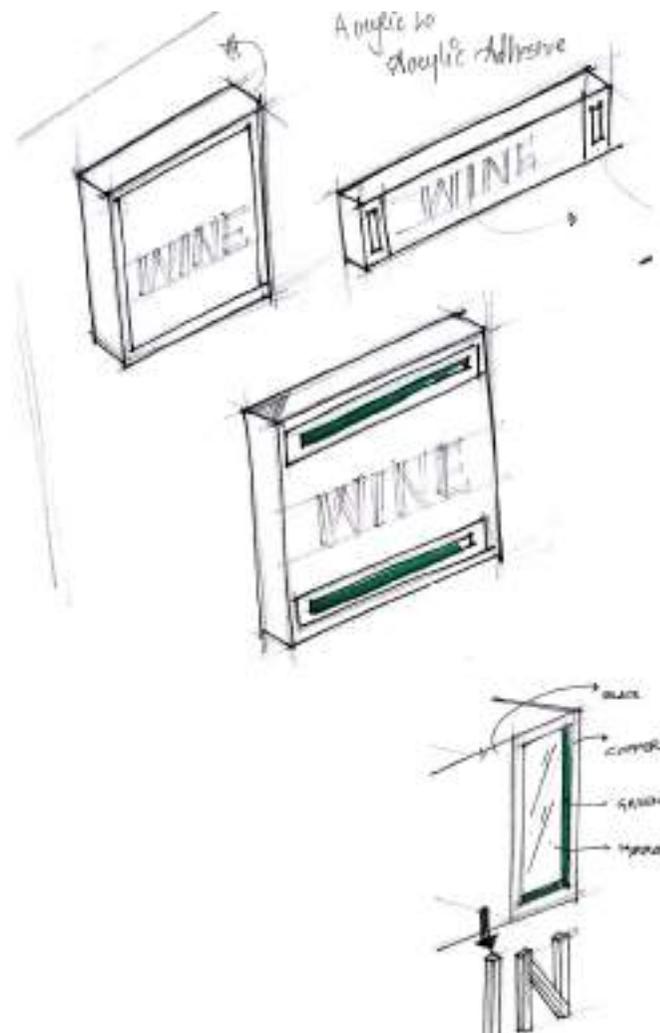
Easy-pay sleek card machine



Bar-code scanner, synched with i-pads to give information about scanner products

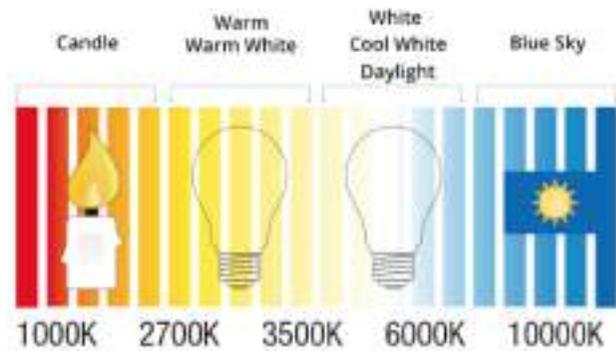
STORE SIGNAGES

Signages used to brand categories were made of black acrylic, with white backlit lettering. The sides of the board had copper metal trim, with green subtle inlay and mirror in the centre of each.



LIGHTING IN THE STORE

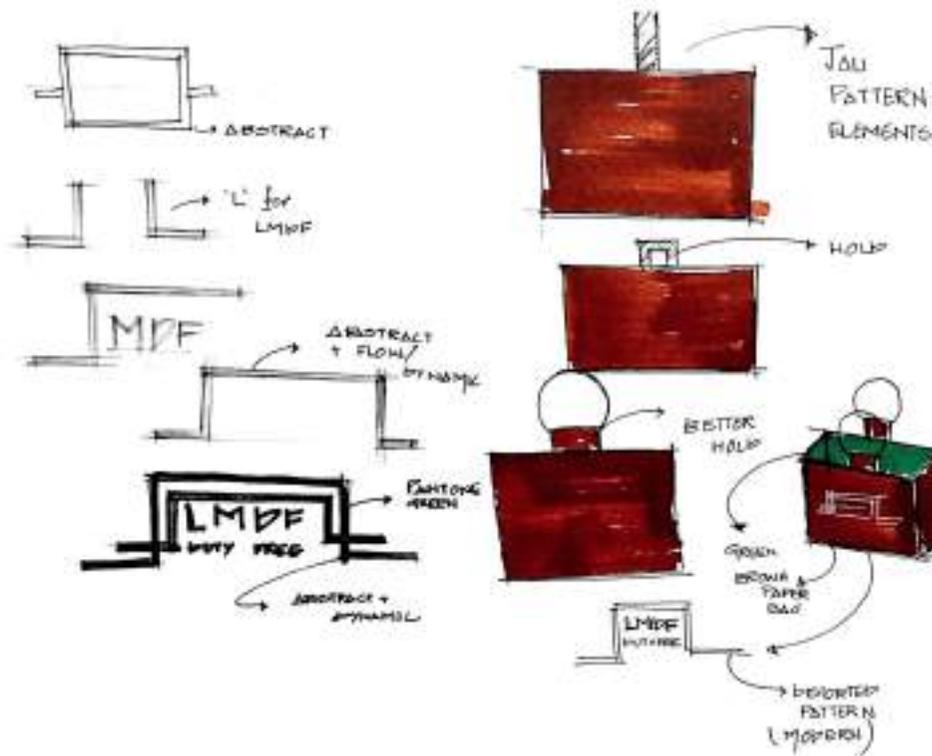
The lighting was decided to be around warm white, 3000K. Floss magnet 2.0 lighting was used. It has a ceiling/ wall installed magnet strip which runs the power and any Floss light fixtures could be attached to it (magnet). Light fittings chosen were Light stripe and Spot- 120.



Lighting- 3000k
 Company- Floss magnet 2.0

BRANDING AND PACKAGING

The branding and packaging, both draw inspiration from the Jali pattern used in the store. The forms were explored and developed into packaging and branding. The carry bags, were to be made with recycled brown paper as to be socially responsible and would have the color green, organically dyed on the inner side. The handle and the logo, both are extracted from the Jali pattern.



SOFT EXPERIENCE- ATTIRE OF THE STAFF

The staff attire for the LMDF was kept classy, elegant and modern, with a subtle lining of the green color. For Men, it was a formal blazer, pants, tie, in grey and a black shirt. Shoes and hairstyle was to be kept formal. The tie had two stripes of the green color. For women, It was a formal grey blazer and pencil skirt, with a black shirt. The blazer and skirt had thin stripe of green. Hairstyle was formal, while, making up and nails were to be kept neat, clean and basic.



Male Staff Attire



Hairstyle | Formal



Accessories



Female Staff Attire



Accessories



Hairstyle | Bobtail



Subtle Makeup

Nail Treatment

SOFT EXPERIENCE- STORE MUSIC

Music playing the store plays a very important role. Few important reasons to have music are:

1. Create and differentiate your brand
2. Build the right atmosphere
3. Create a private space
4. Set the shoppers' pace
5. Shorten waiting times
6. Encourage people to shop

The music should be classy, not too paced but not a lot of drag, it should be different and elegant, something that is not new and electronic but old and classy.

Genre selected- Jazz

Airport travellers are generally stressed and anxious, jazz relieves stress and has direct effect on hormones

Boosts creativity, processing and thinking.

SOFT EXPERIENCE- STORE FRAGRANCE

The aroma of a store that reflects a culture as rich as that of Hyderabad should be rich, royal, along with being mild and soothing.

Frankincense was highly esteemed by ancient Indian empires and used for the most sacred of practices.

The perfume or aroma that Frankincense emits promotes feelings of satisfaction, peace, relaxation, and overall wellness, which explains its unique value in ancient times.

Airport travellers mostly experience stress and travel anxiety and are mostly restless, frankincense essence, would promote a relaxing atmosphere with a soothing fragrance

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<http://www.johnrichardc.co.uk/#!478022.jpg/zoom/c24j/image1oar>

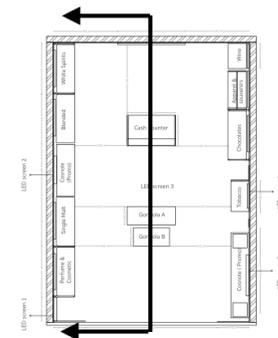
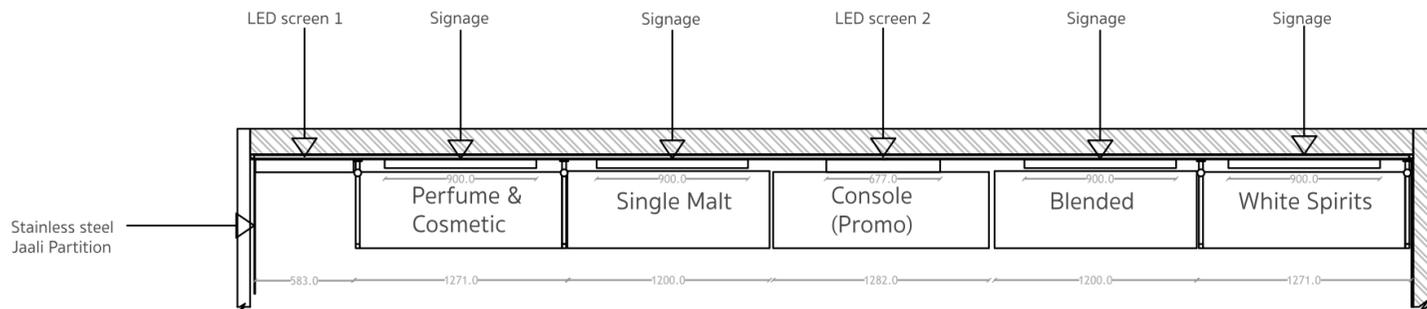
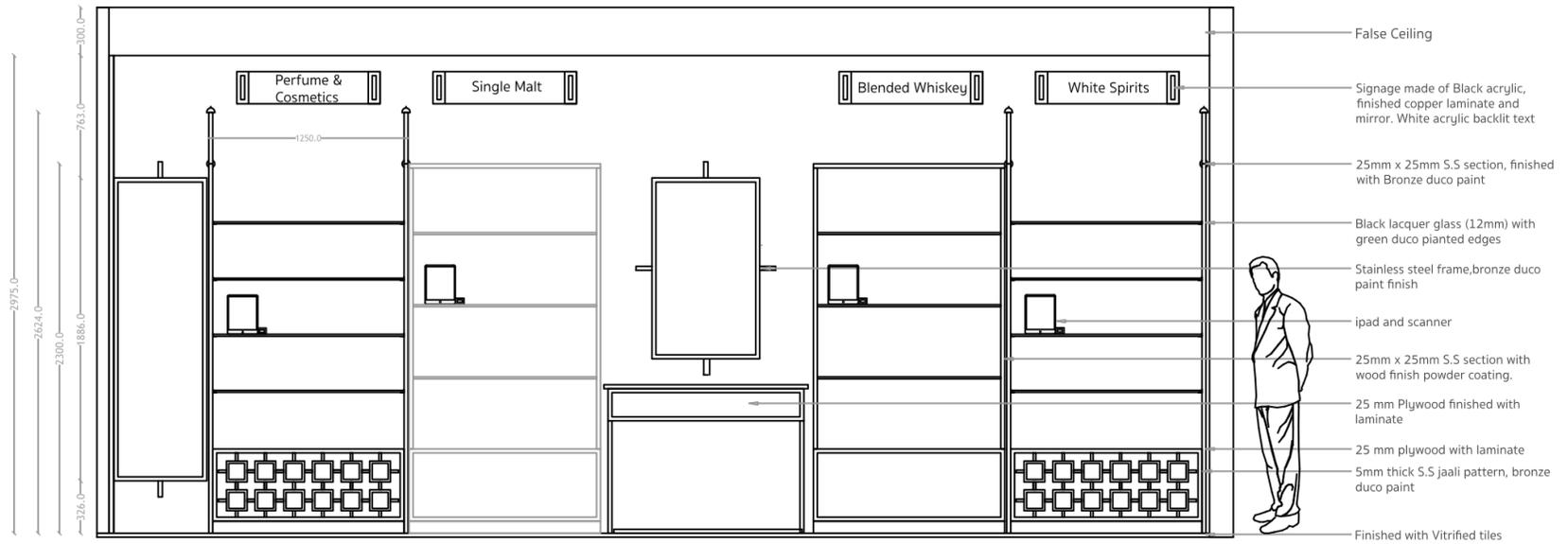
<https://www.jwtintelligence.com/2013/09/meet-the-bric-millennials/>

<http://www.marketingpilgrim.com/> <http://www.retaildesignblog.net/>

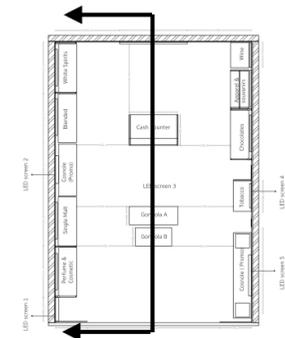
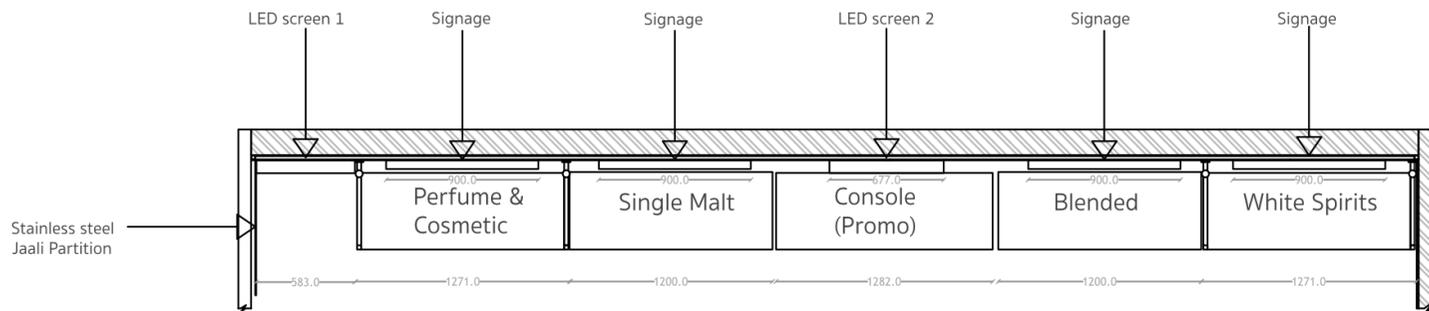
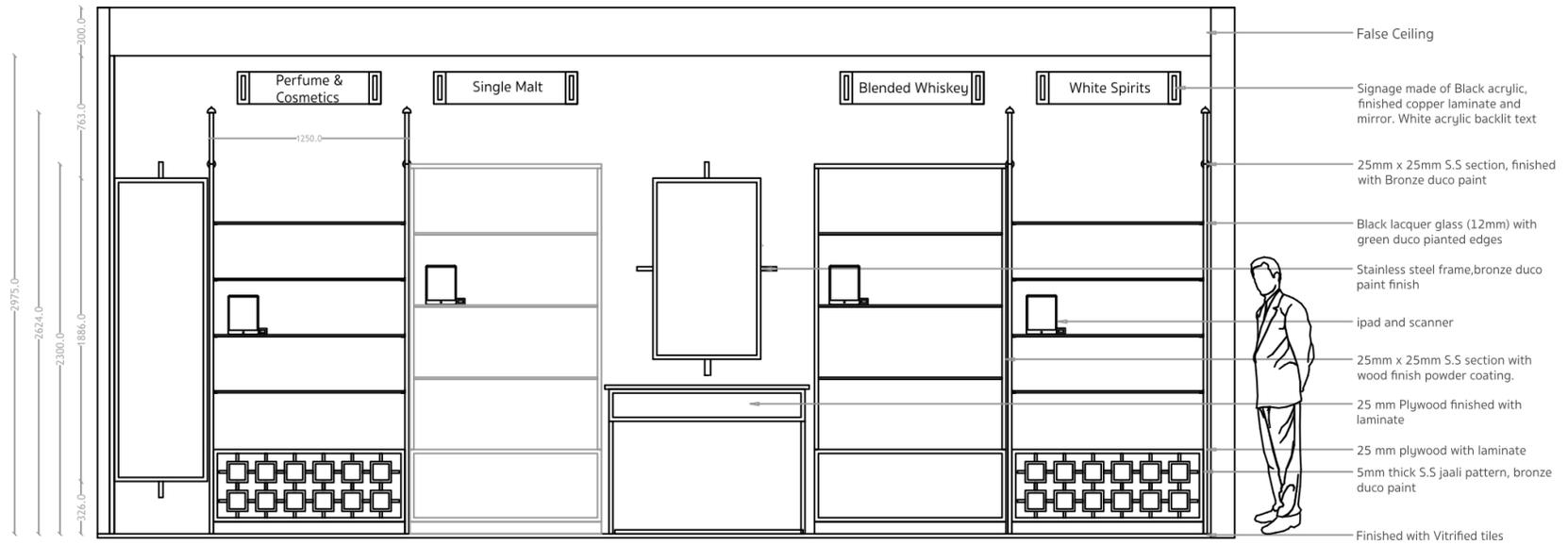
Book-

Indian anthropometric data- P.B. Chakrobar

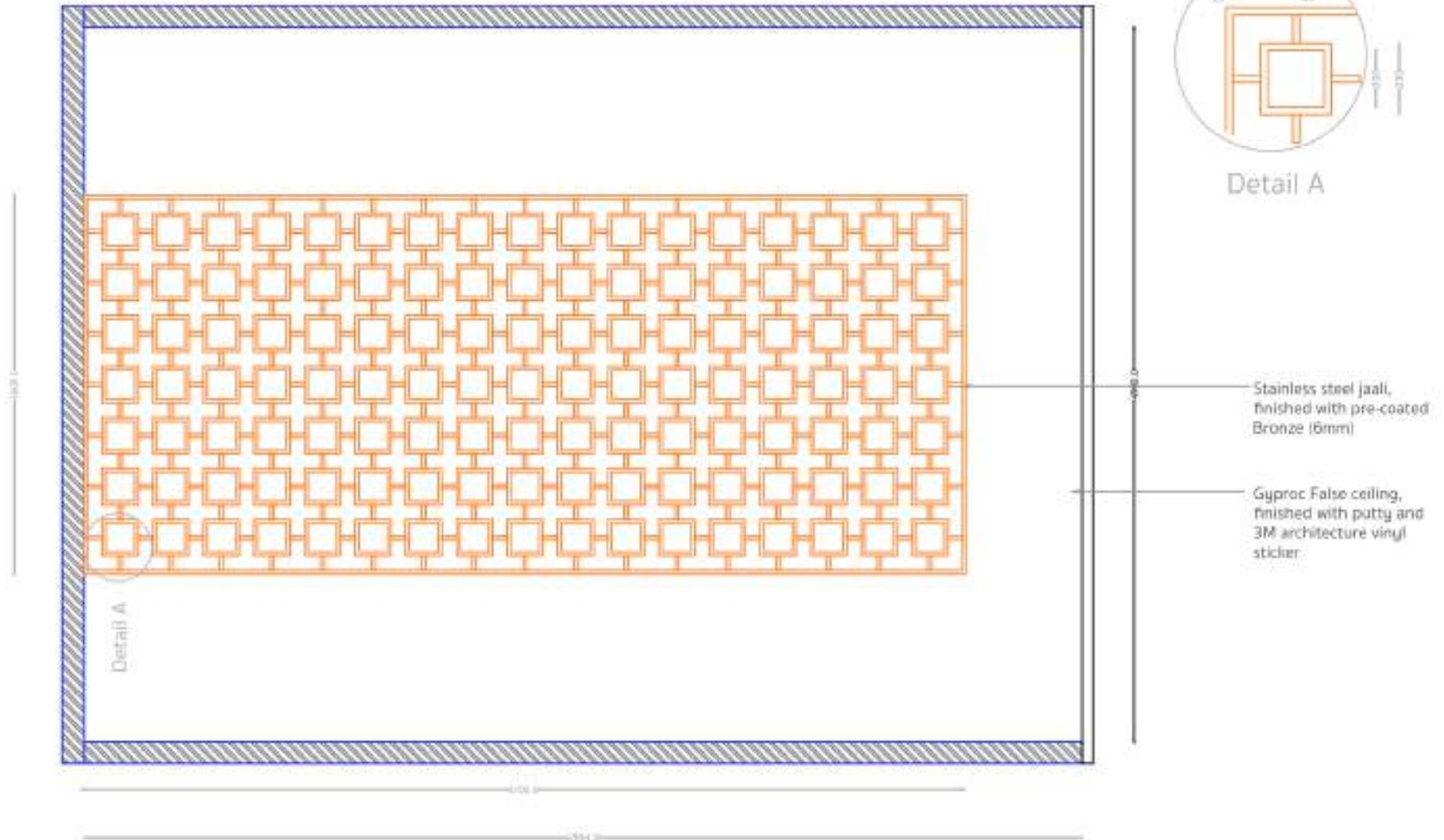
ELEVATION OF THE LMDF STORE



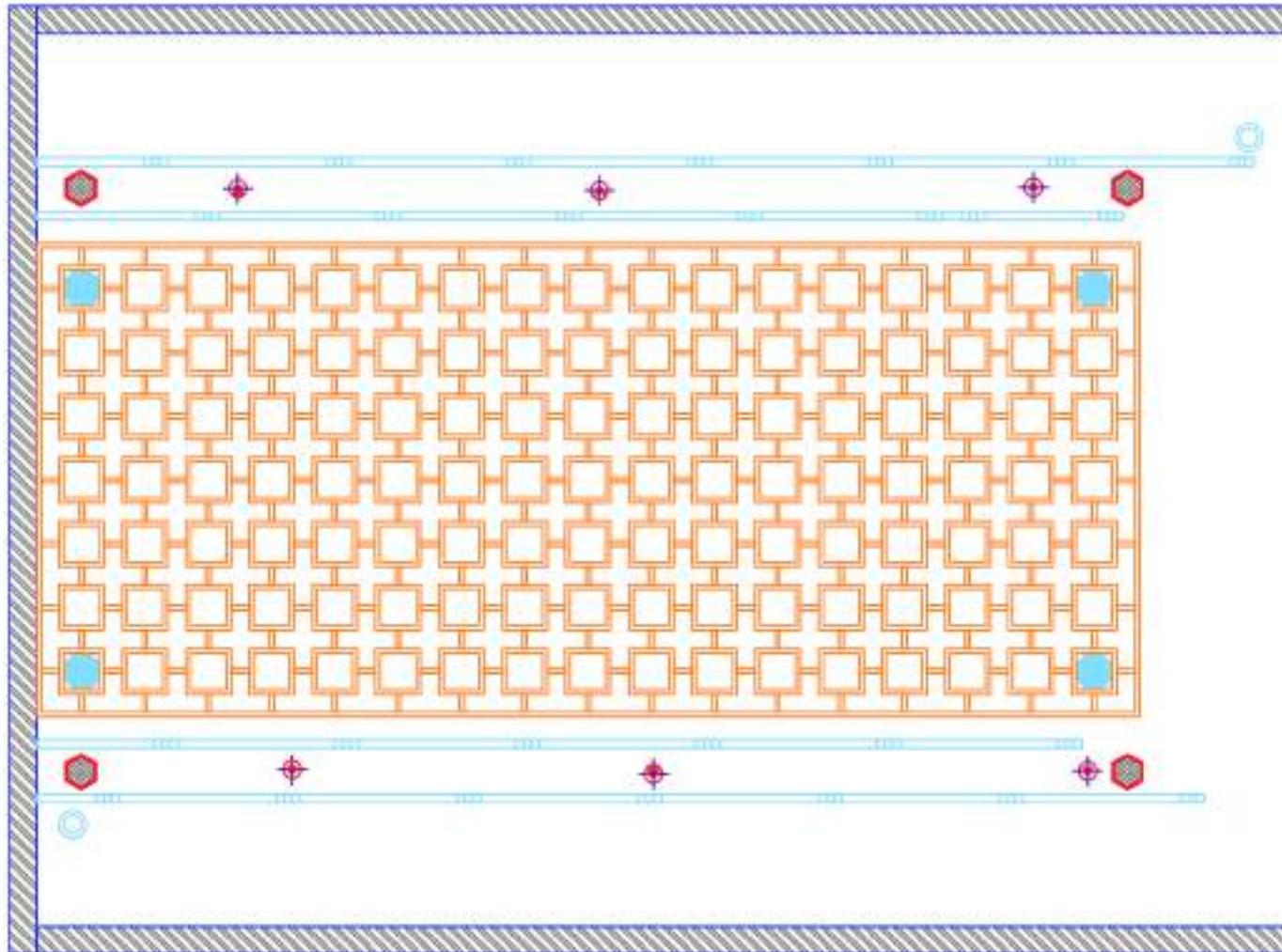
ELEVATION OF THE LMDF STORE



CEILING LAYOUT

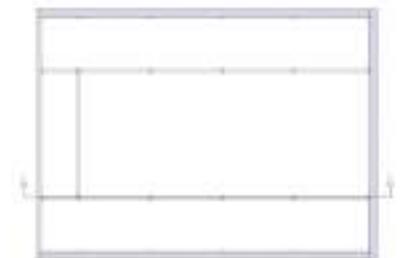
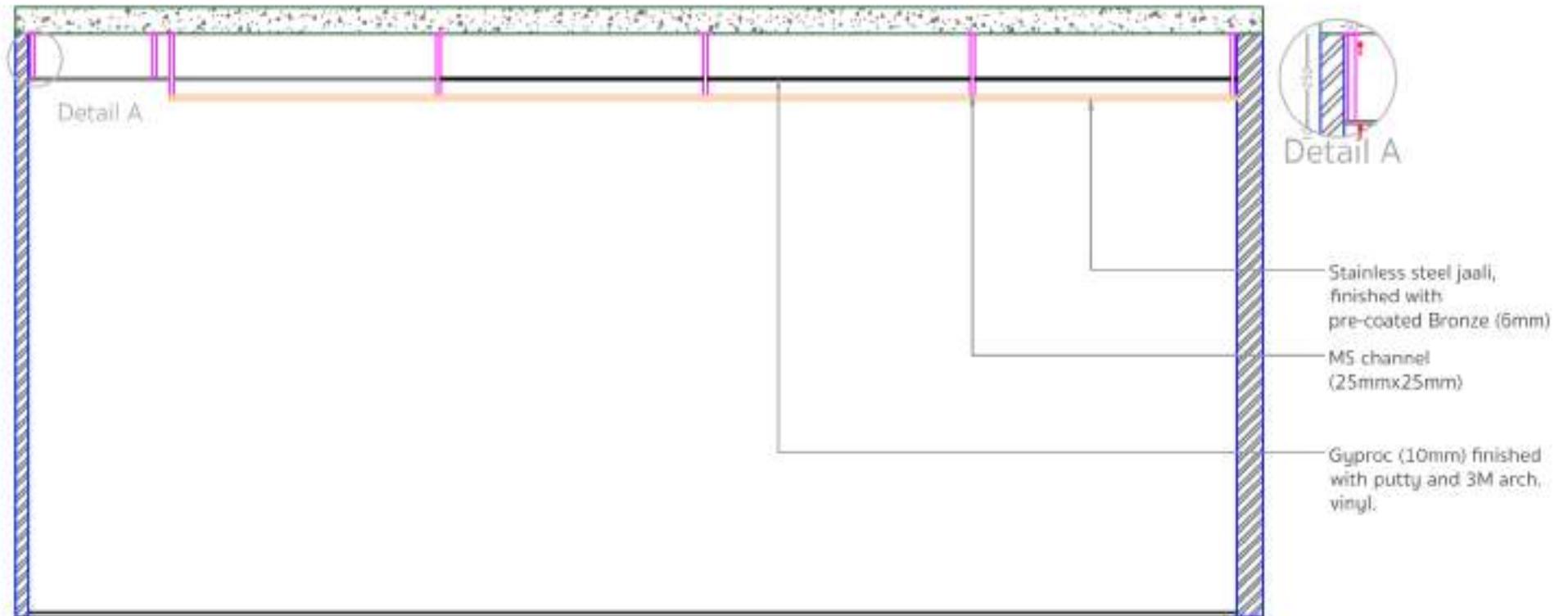


REFLECTED CEILING LAYOUT

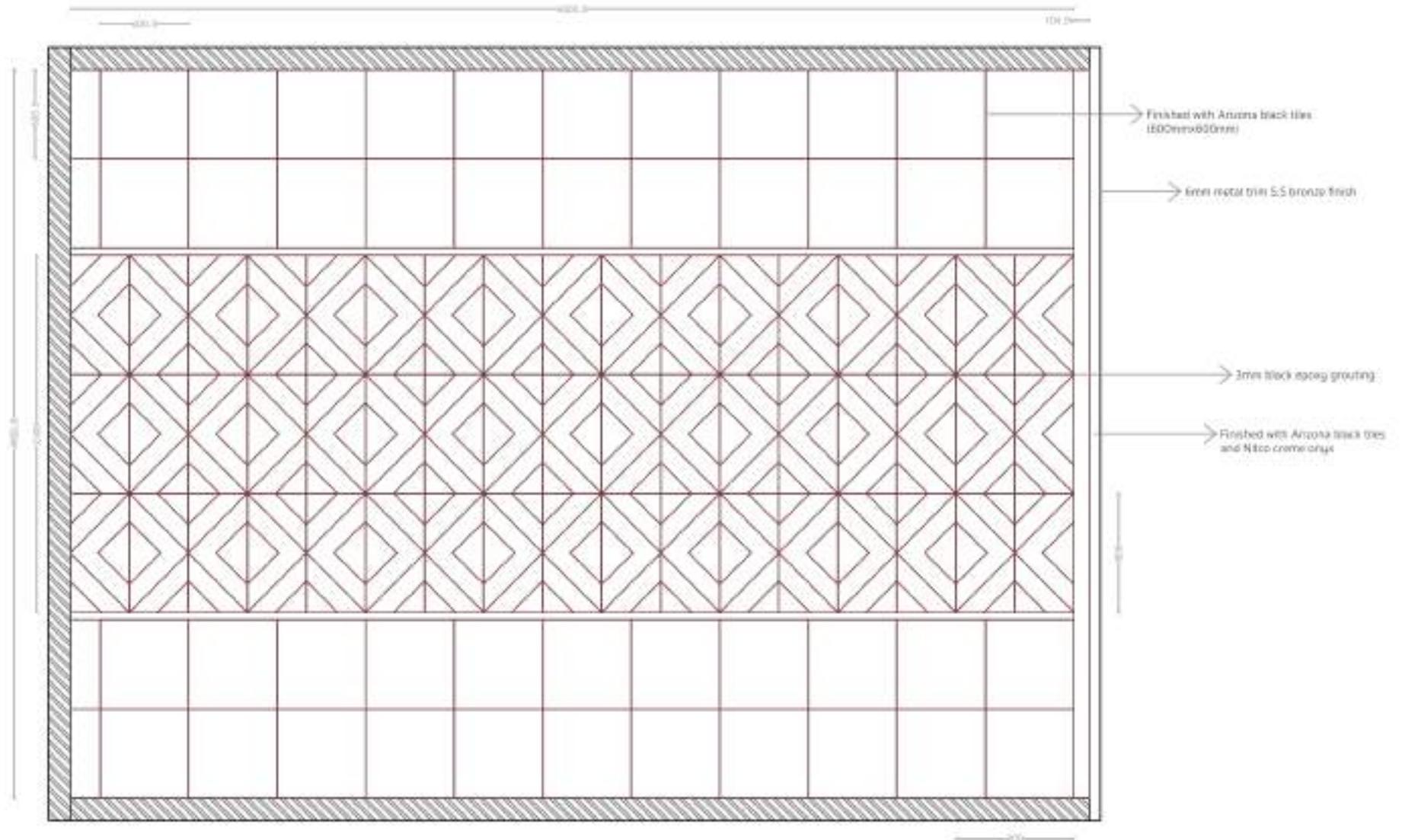


| LEGEND | | |
|--------|---|-----------------|
| Sl. no | Symbol | Name |
| 1 |  | Track light |
| 2 |  | Magnet track |
| 3 |  | Sprinkler |
| 4 |  | Smoke detector |
| 5 |  | Surv. Camera |
| 6 |  | Ceiling speaker |
| 7 |  | AC Vent |

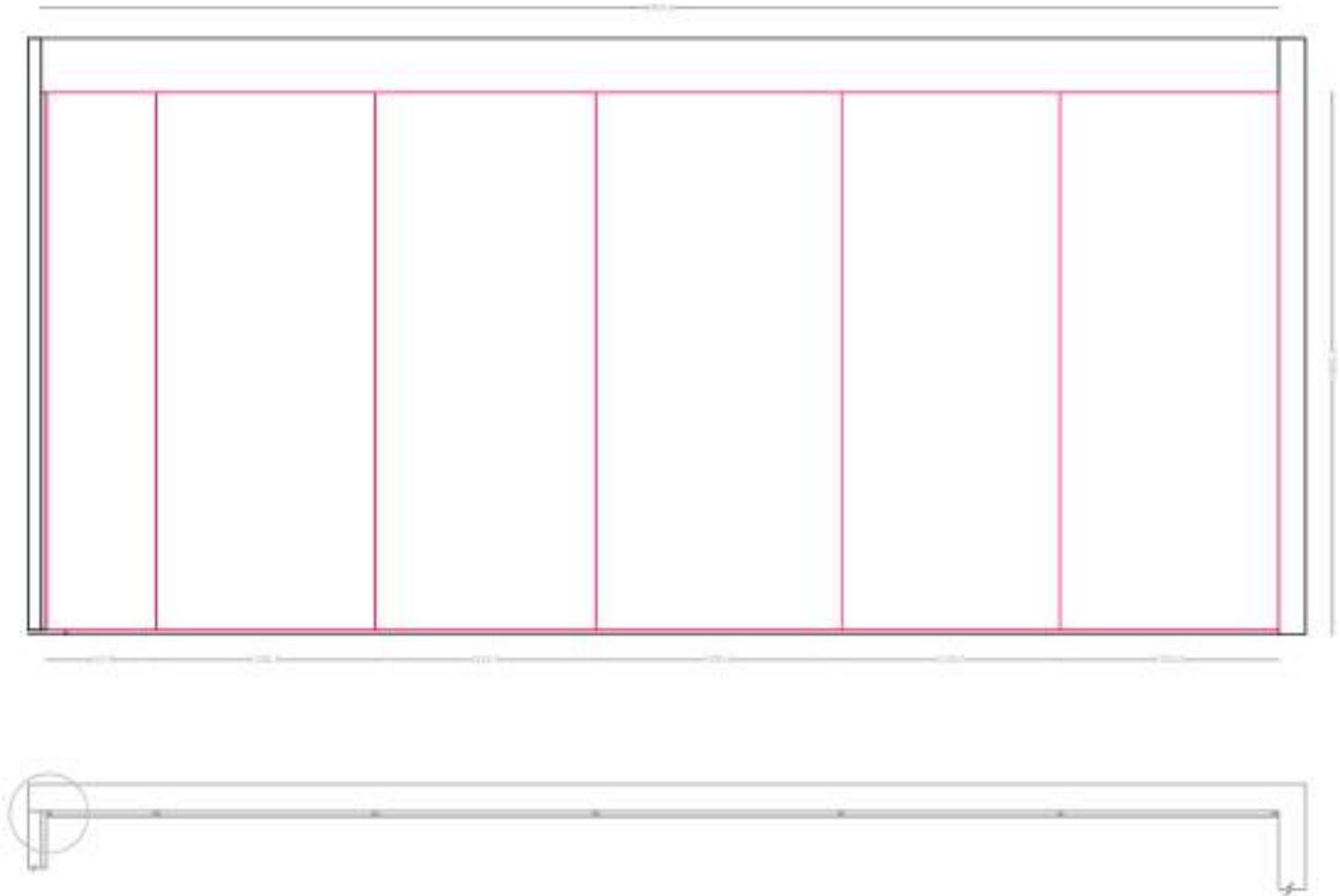
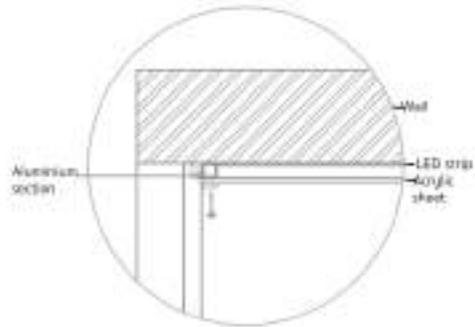
CEILING SECTION



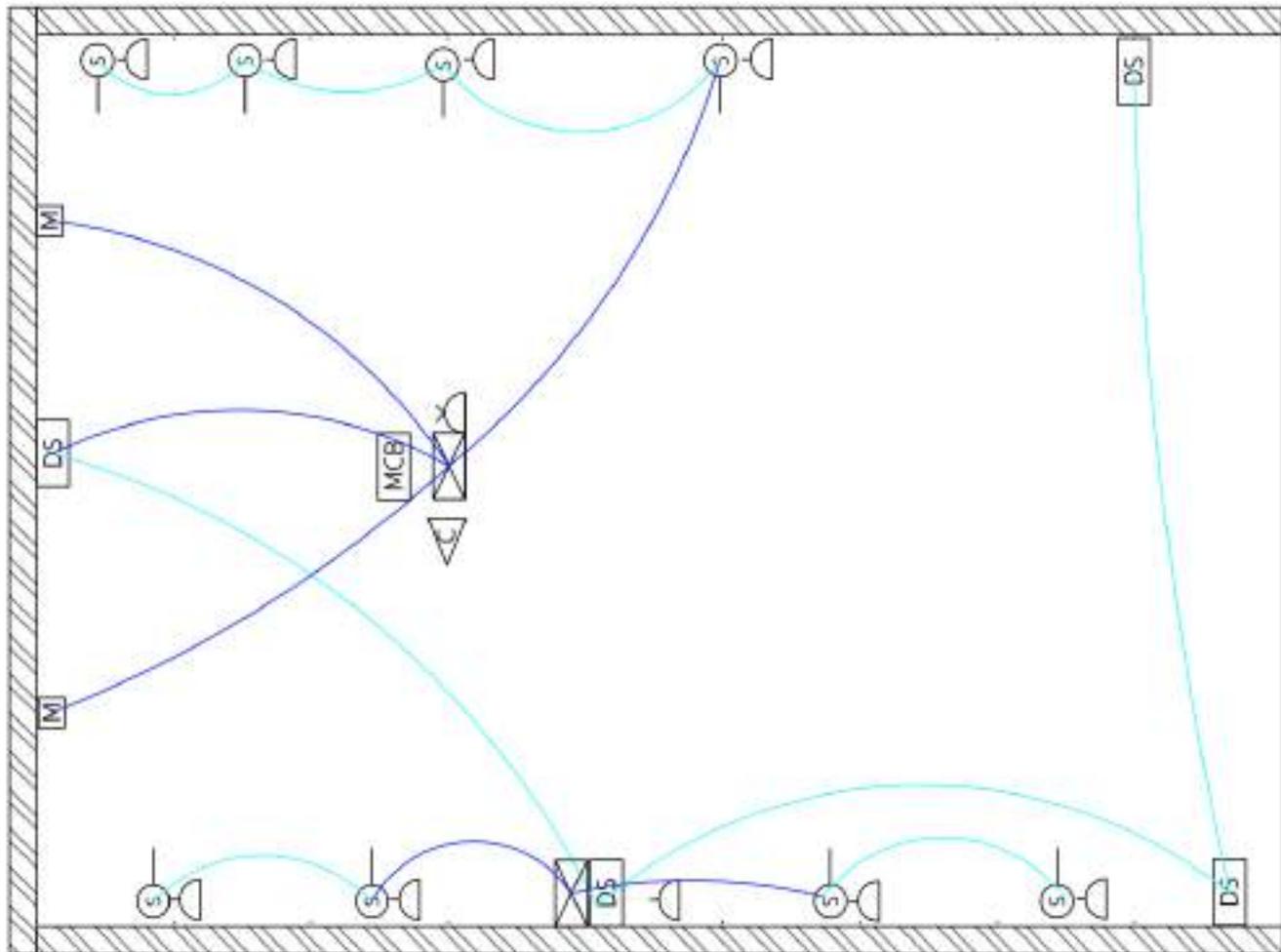
LMDF FLOORING LAYOUT



LMDF WALL PANELLING

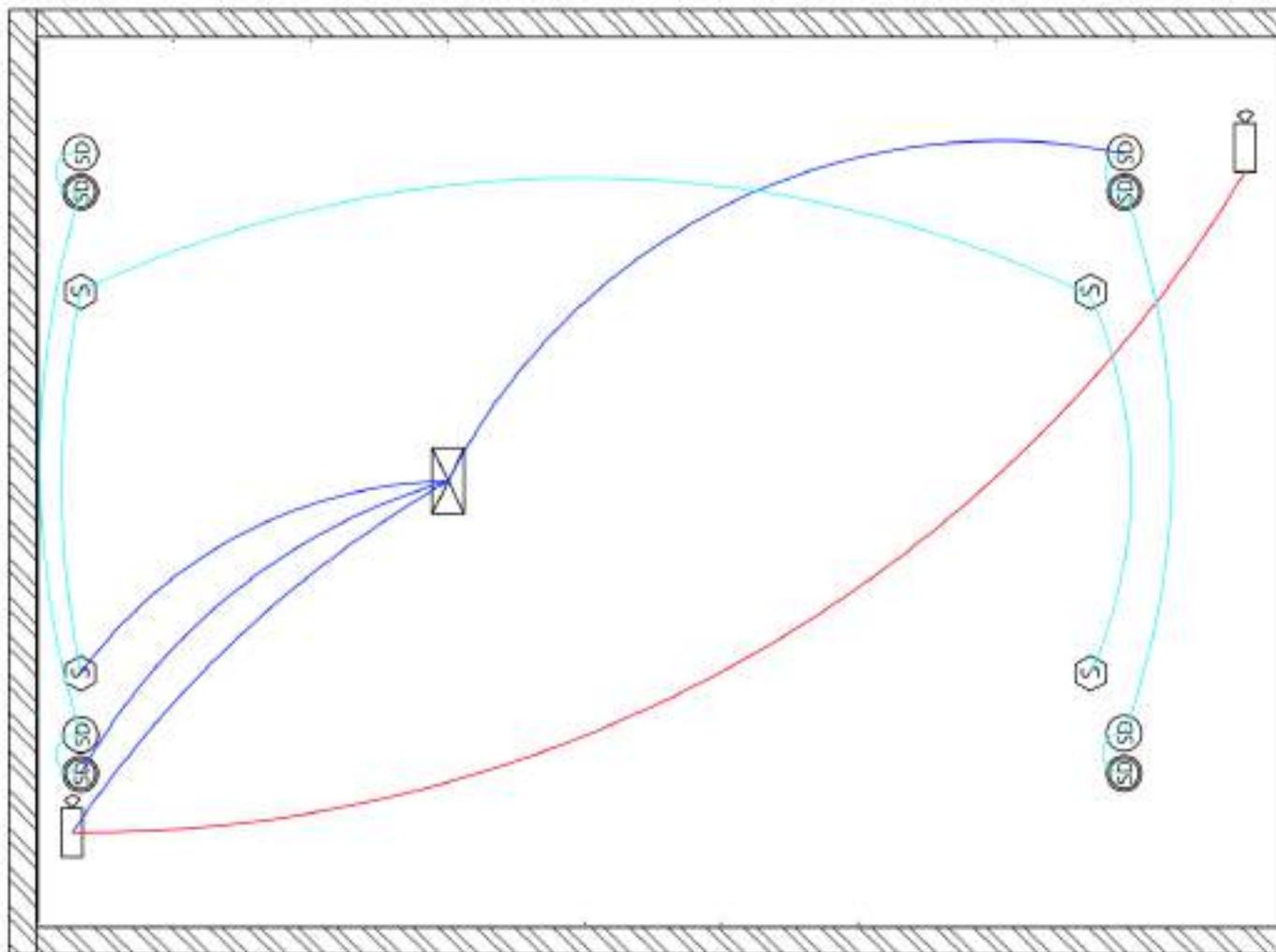


SERVICES- ELECTRICAL LAYOUT



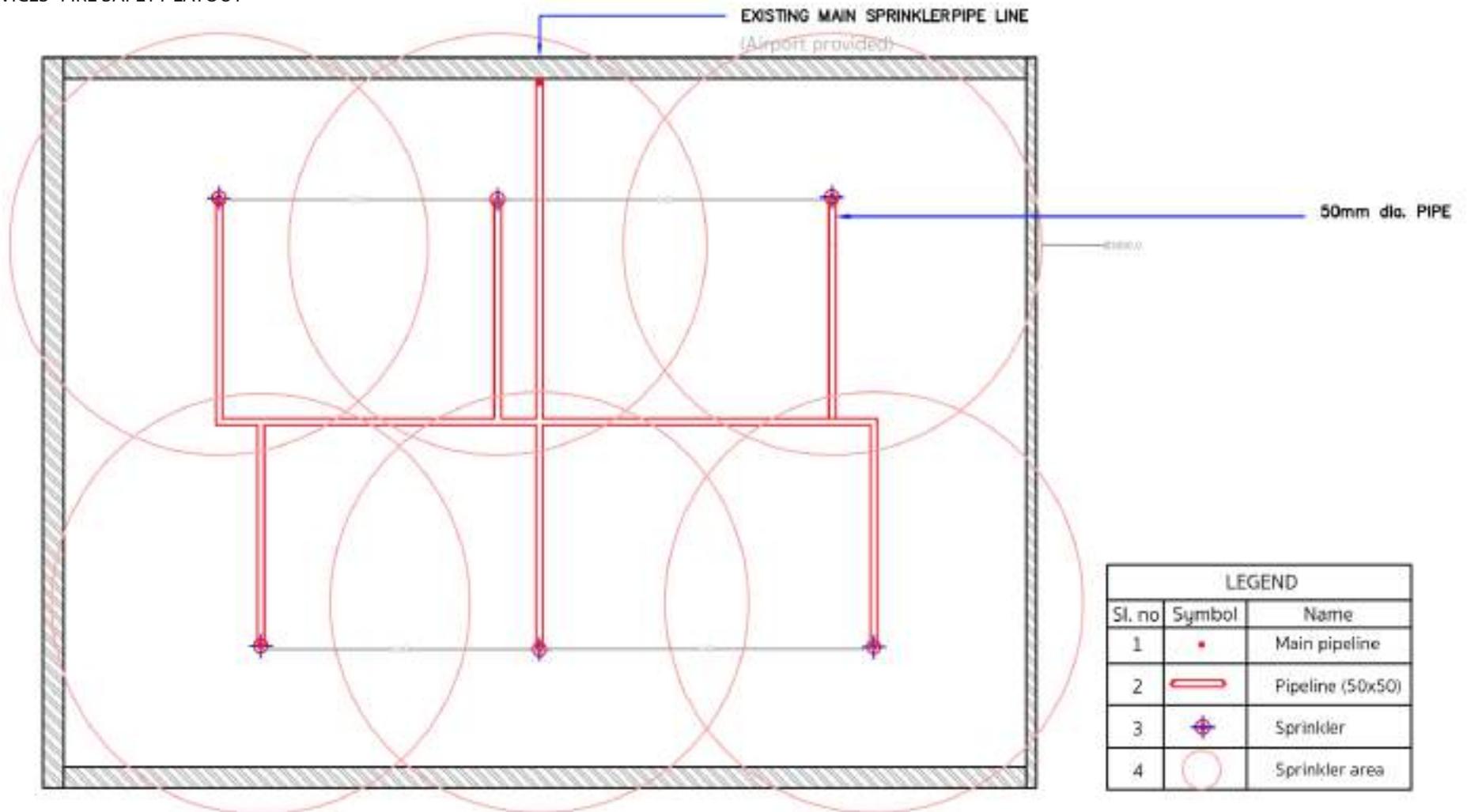
| LEGEND | | |
|--------|--------|--|
| Sl. no | Symbol | Name |
| 1 | | Surv. camera |
| 2 | | Magnet track |
| 3 | | Computer |
| 4 | | Ceiling Speaker |
| 5 | | Smoke detector (above the false ceiling) |
| 6 | | Smoke detector (below the false ceiling) |
| 7 | | Digital Signage |
| 8 | | 5 Amp plug |
| 9 | | 15 amp plug |
| 10 | | Digital screen |
| 9 | | Main Control Board |

SERVICES- ELECTRICAL LAYOUT



| LEGEND | | |
|--------|--------|--|
| Sl. no | Symbol | Name |
| 1 | | Surv. camera |
| 2 | | Magnet track |
| 3 | | Computer |
| 4 | | Ceiling Speaker |
| 5 | | Smoke detector (above the false ceiling) |
| 6 | | Smoke detector (below the false ceiling) |
| 7 | | Digital Signage |
| 8 | | 5 Amp plug |
| 9 | | 15 amp plug |
| 10 | | Digital screen |
| 9 | | Main Control Board |

SERVICES- FIRE SAFETY LAYOUT



Fire safety water pipeline, main, provided by the RGIA.

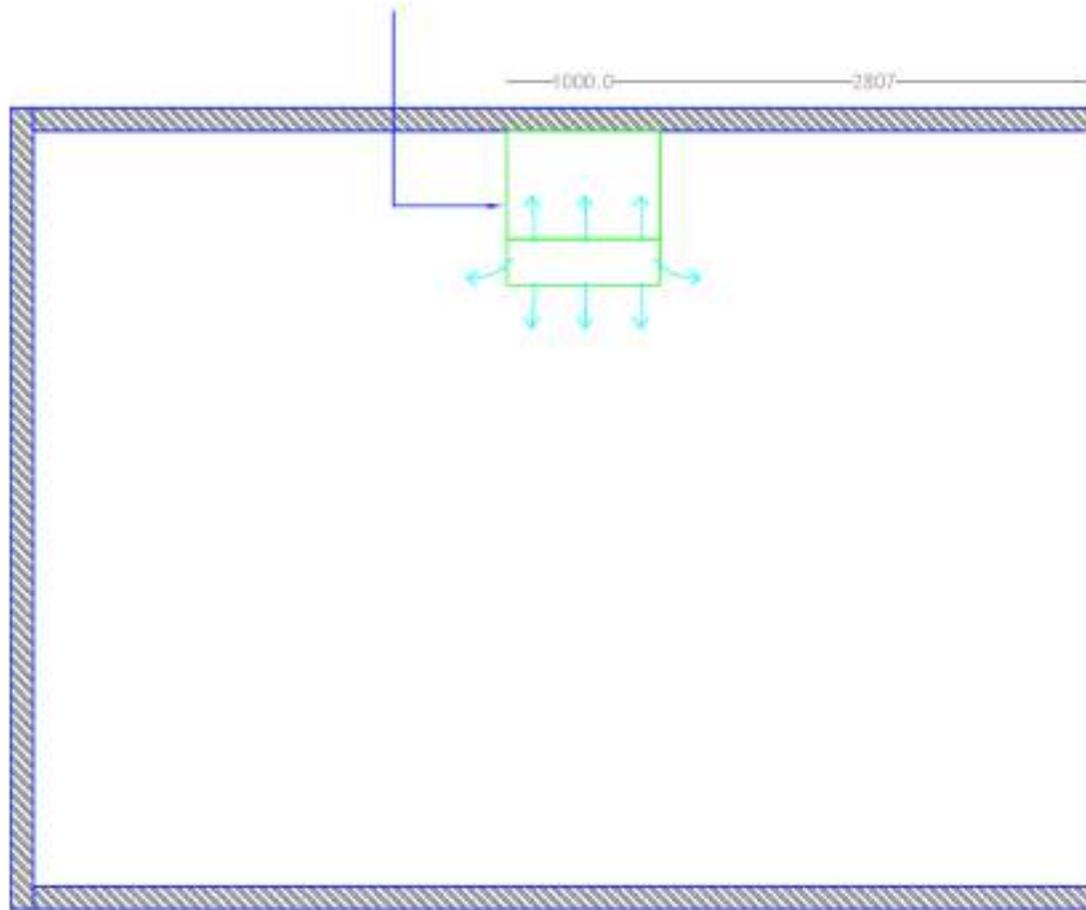
No. of sprinklers= 6

Distance between them= 2000 and 2400mm

Area covered per sprinkler= 9424 circumference.

SERVICES- HVAC LAYOUT

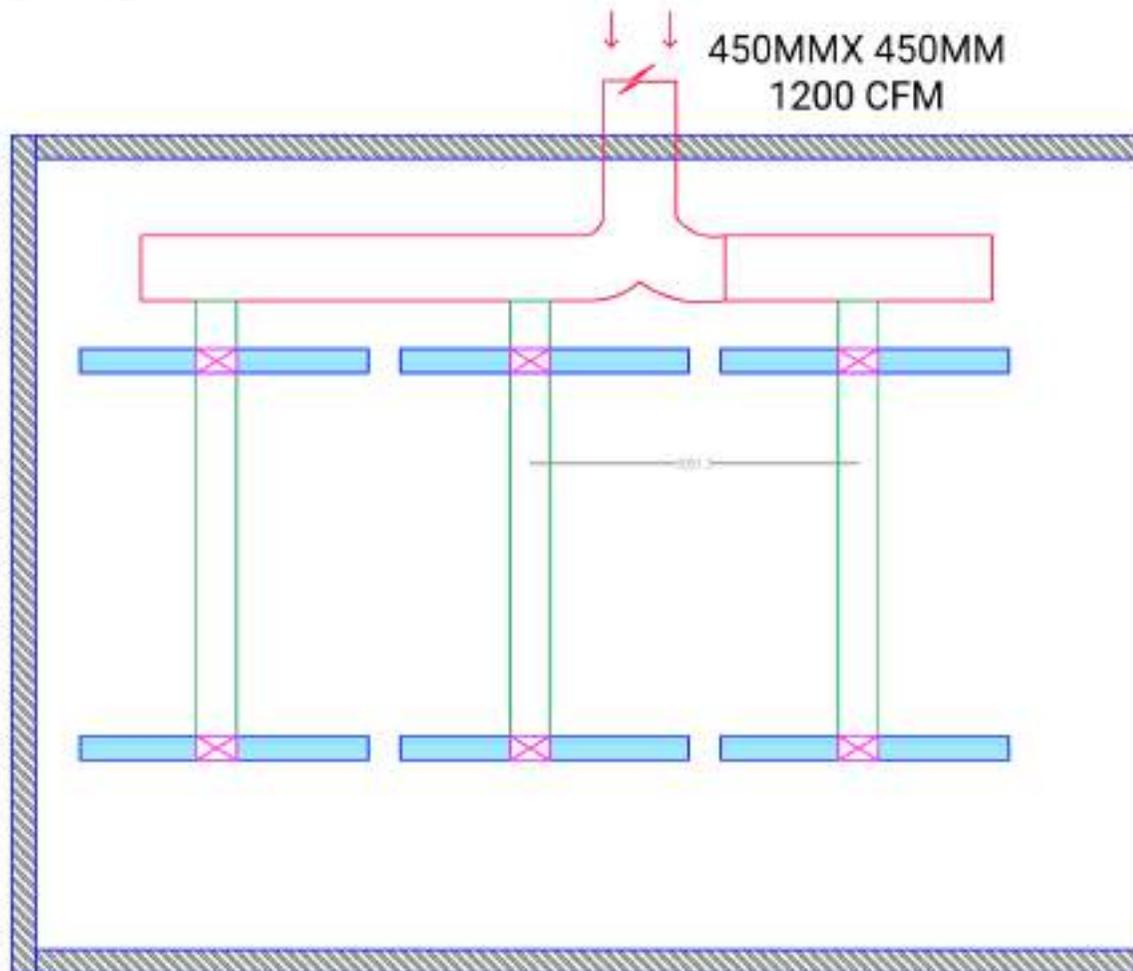
DUCT THROW TO
BE DIVIDED ABOVE
CEILING HEIGHT,
WITHIN THE
INTERNAL STORE
SPACE



DIVERTED HVAC THROW FROM EXISTING SUPPLY

HVAC main provision, is done according to govt. and airport regulations.

SERVICES- HVAC LAYOUT



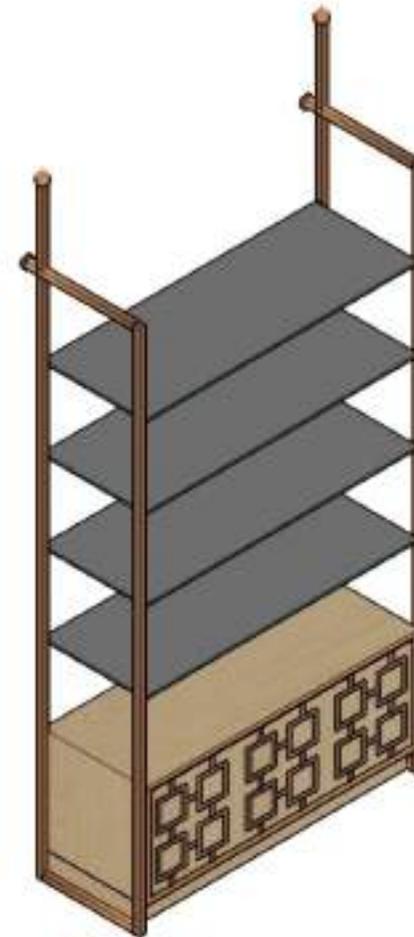
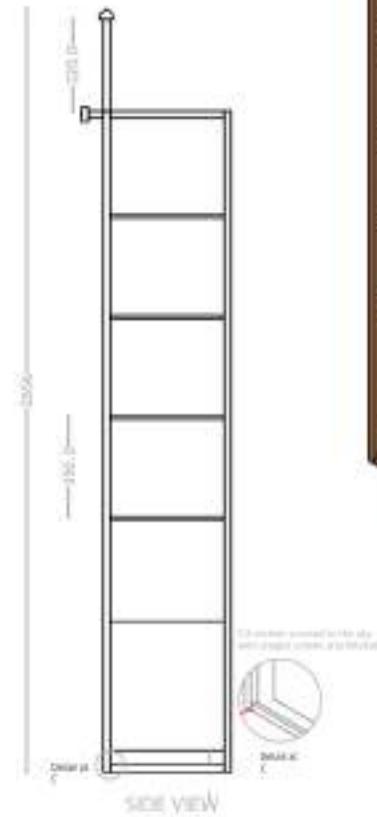
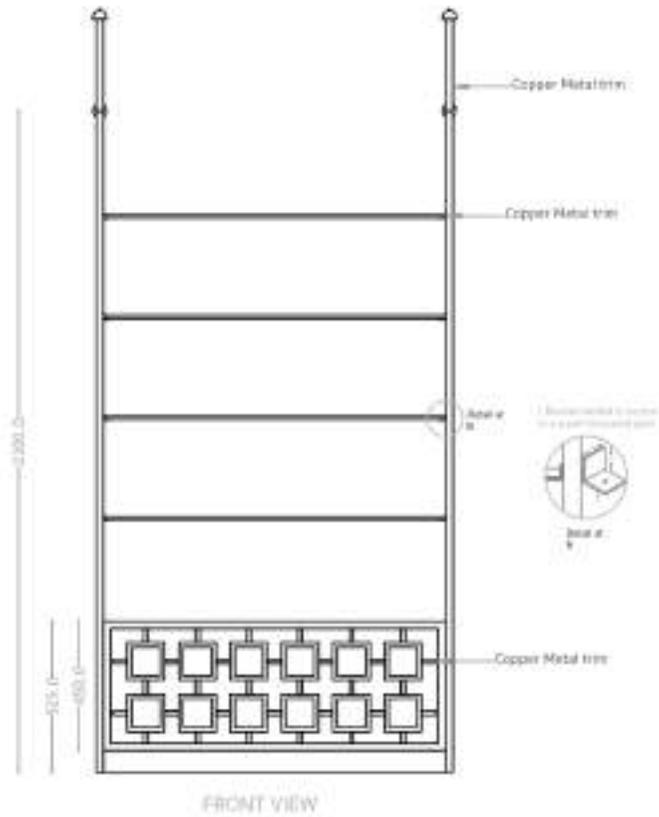
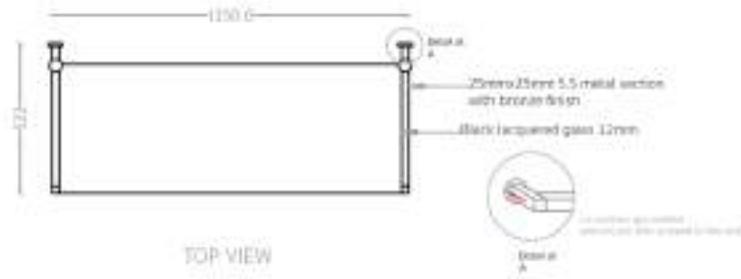
| LEGEND | | | |
|--------|---|-------------|--------------|
| Sl. no | Symbol | Name | Dimensions |
| 1 |  | Main trunk | 450mmx450mm |
| 2 |  | Branch duct | 250mmx250mm |
| 3 |  | Vent | 1800mmx150mm |

Cubic feet per minute (CFM) Unit of airflow employed in air-conditioning. A typical air conditioner, for example, produces about 400 CFM for each ton of its cooling capacity. One CFM equals about 28.31 liters per minute.

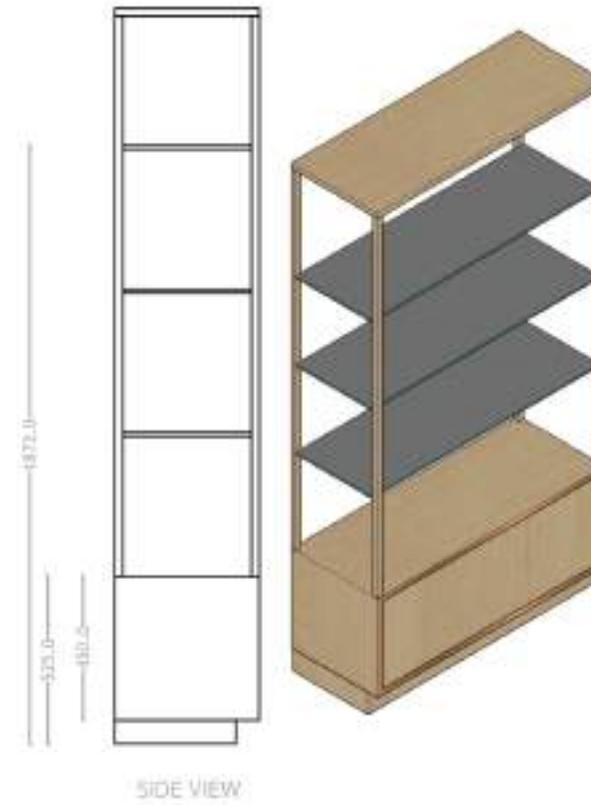
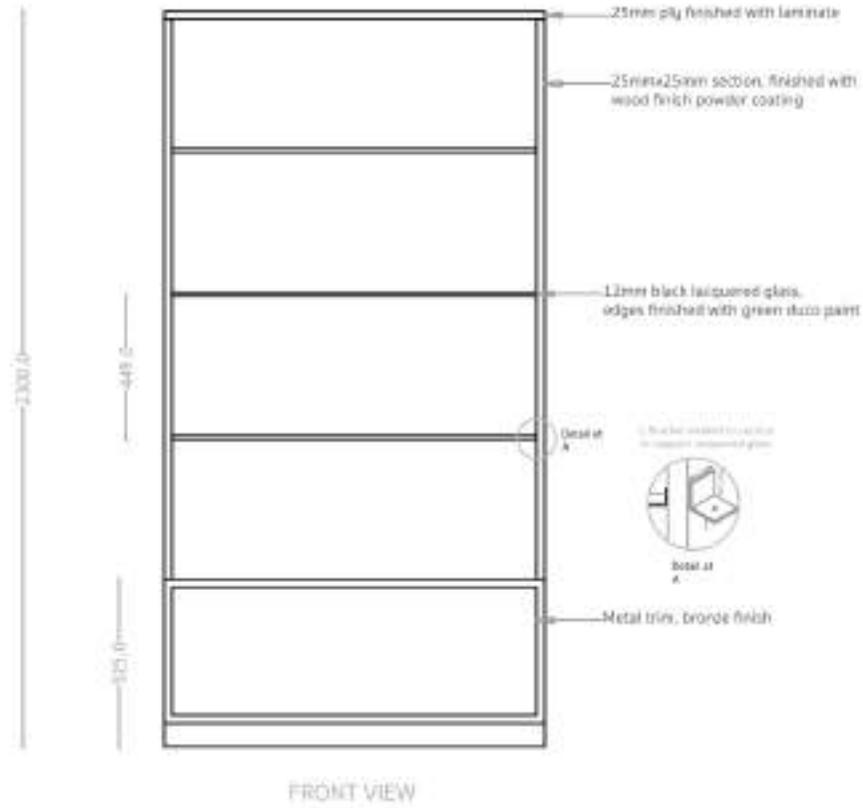
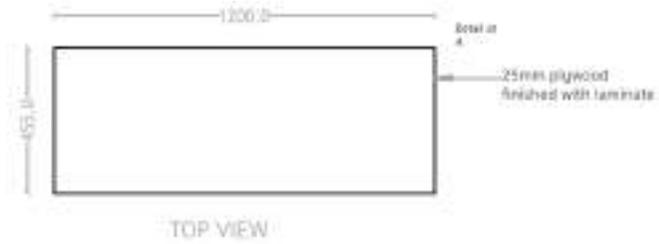
No. of Vents- 6
Vent size- 1800x150mm

Furniture Detailing

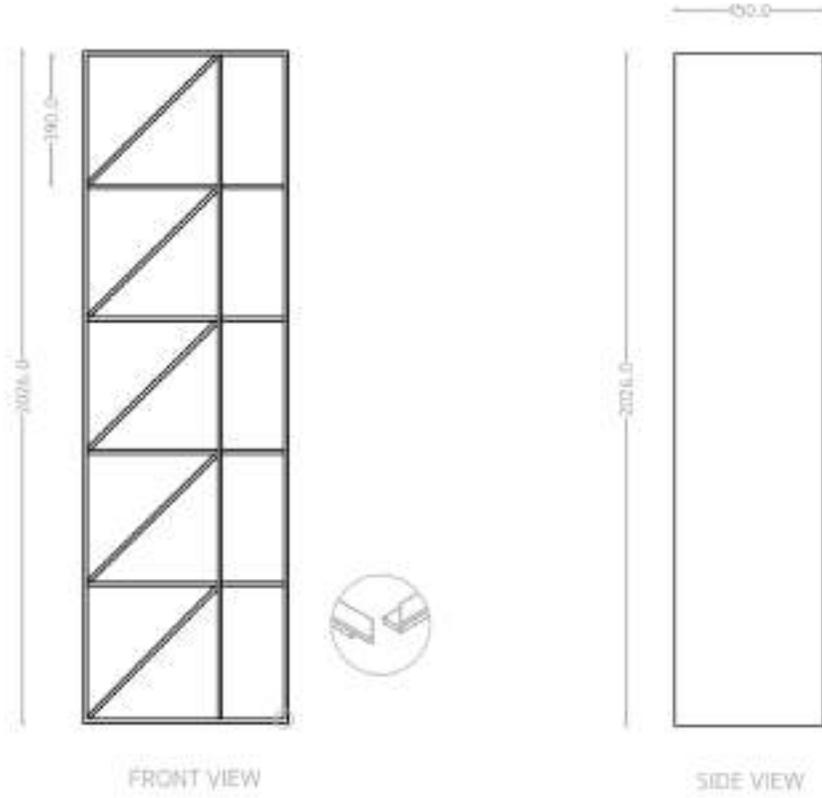
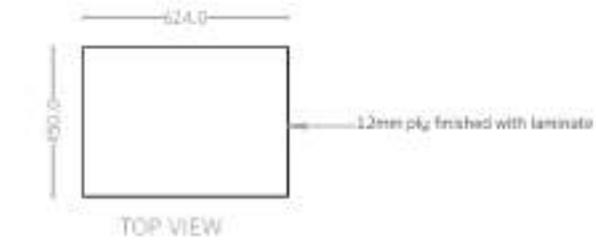
WALL BAY-1



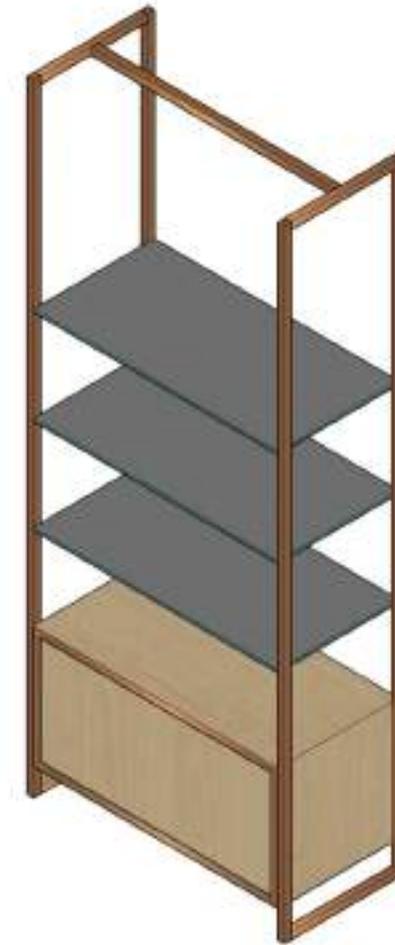
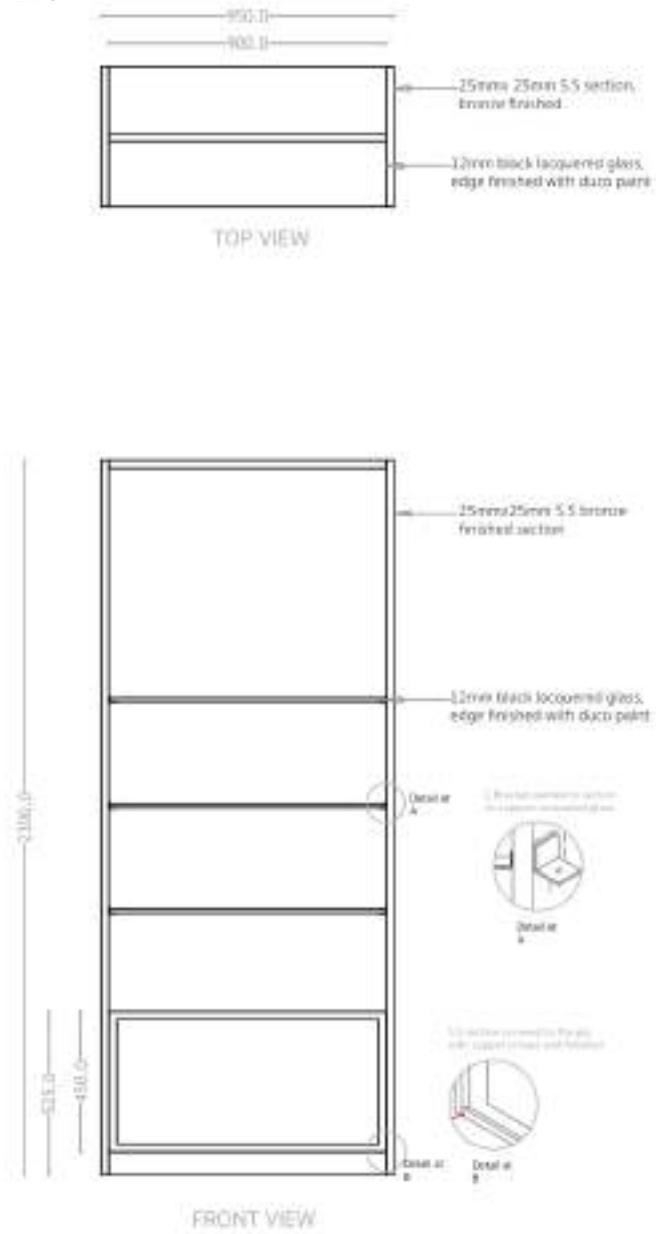
WALL BAY-2



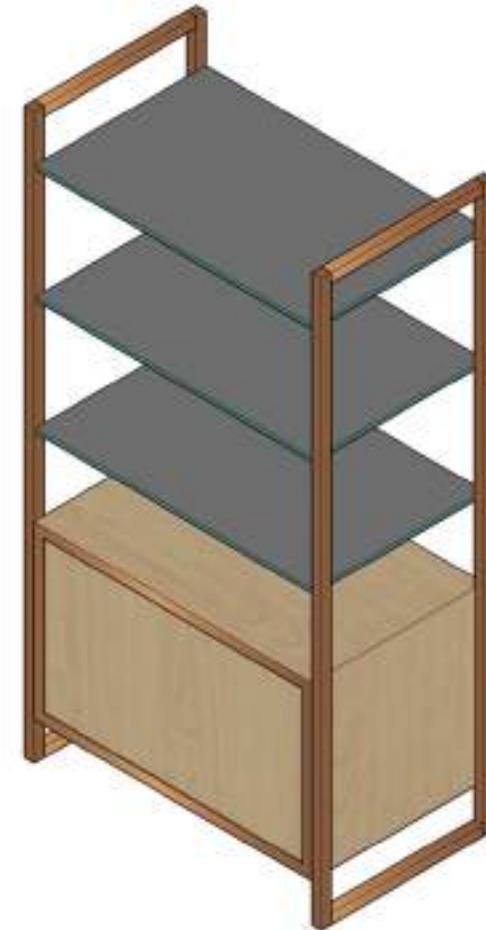
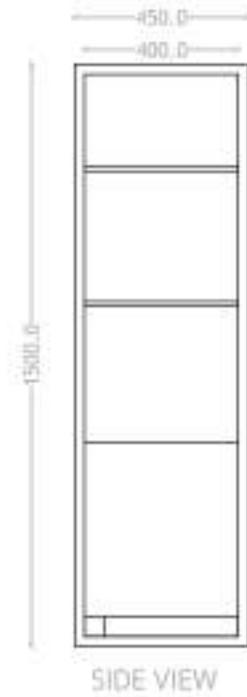
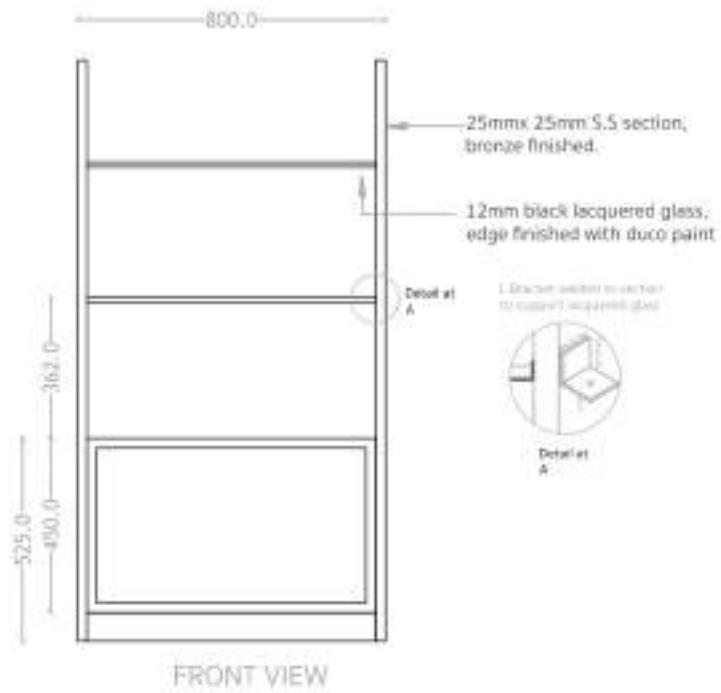
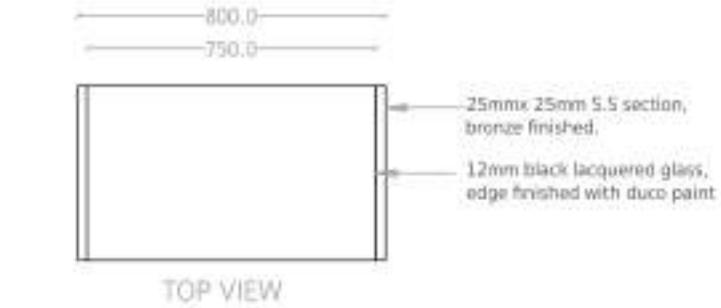
WINE UNIT



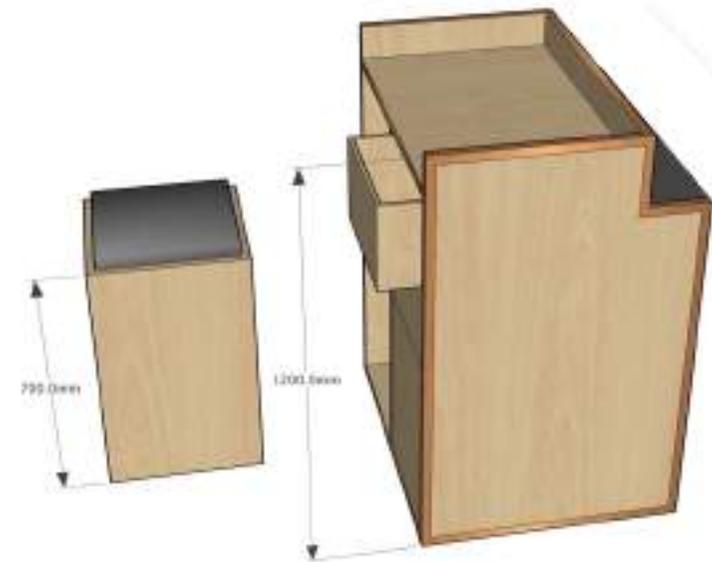
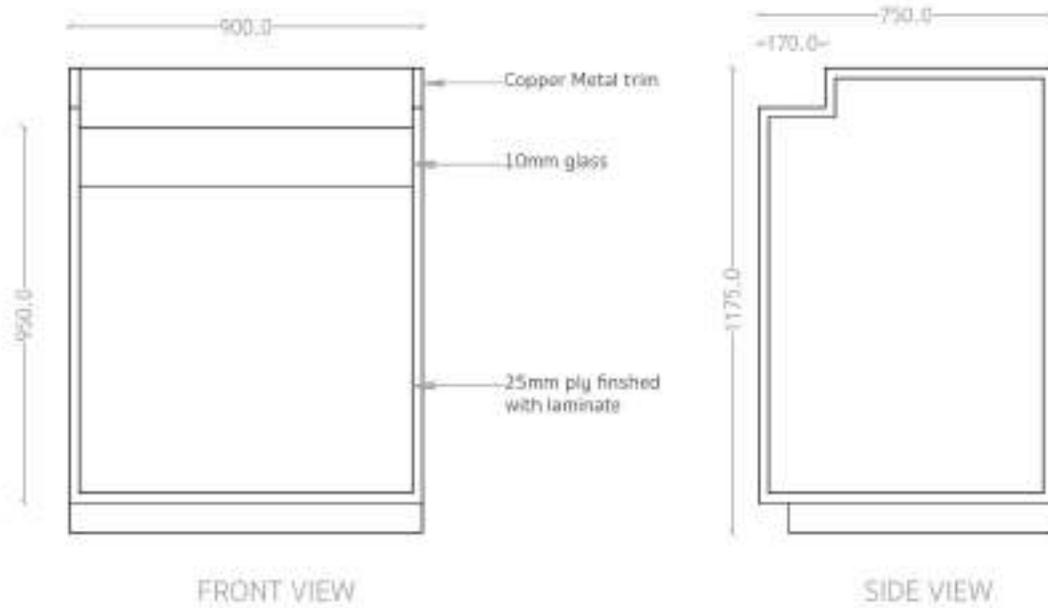
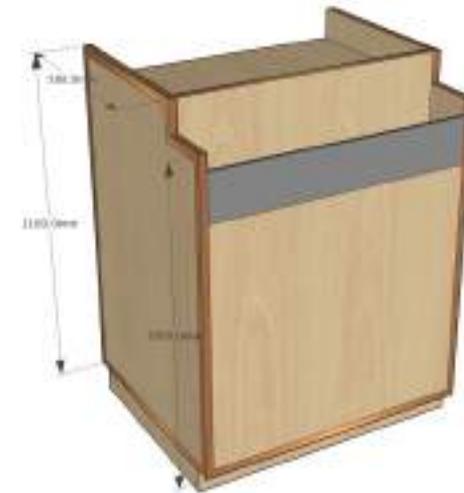
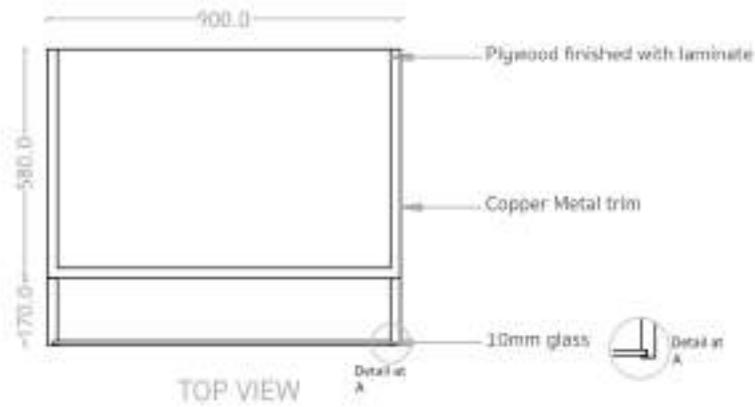
APPAREL UNIT



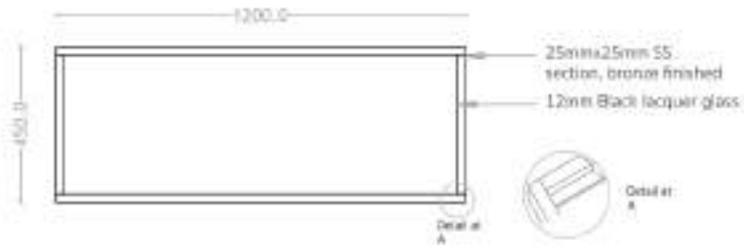
TOBACCO UNIT



CASH COUNTER



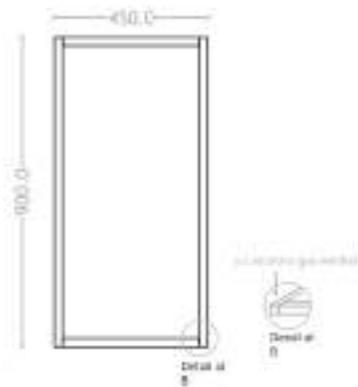
CENTRAL DISPLAY UNIT



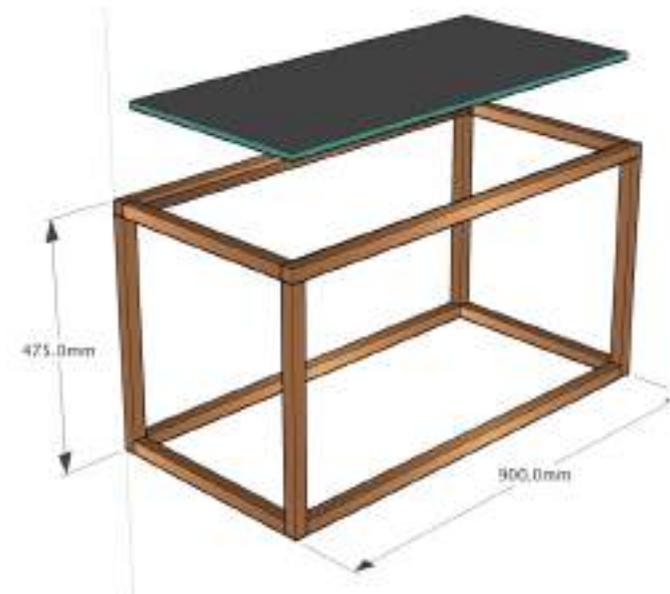
TOP VIEW



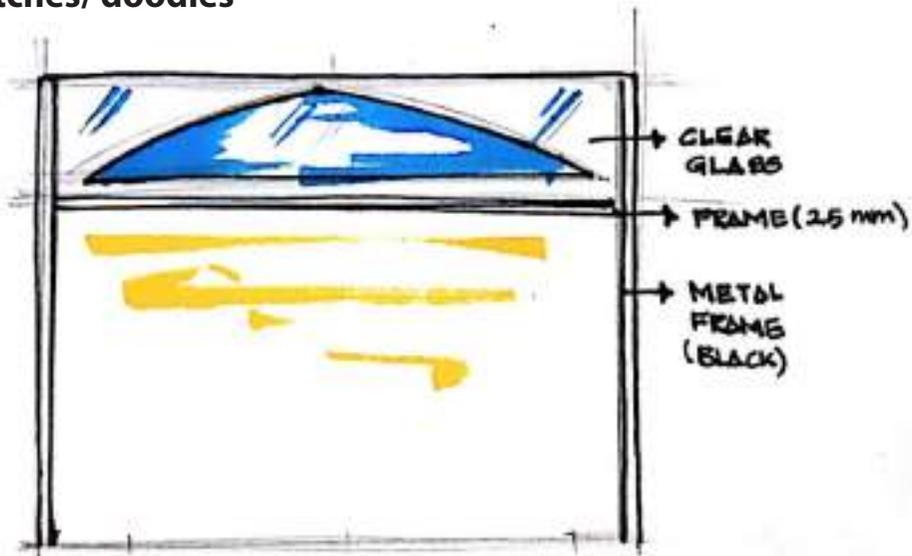
FRONT VIEW



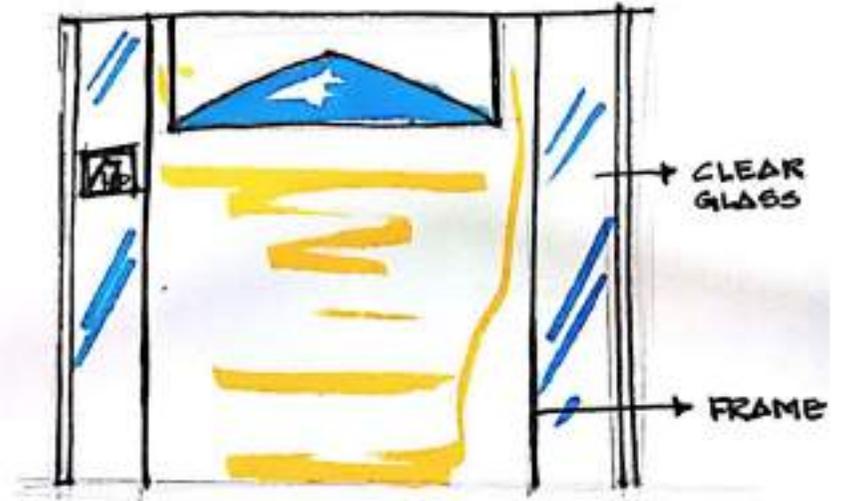
SIDE VIEW



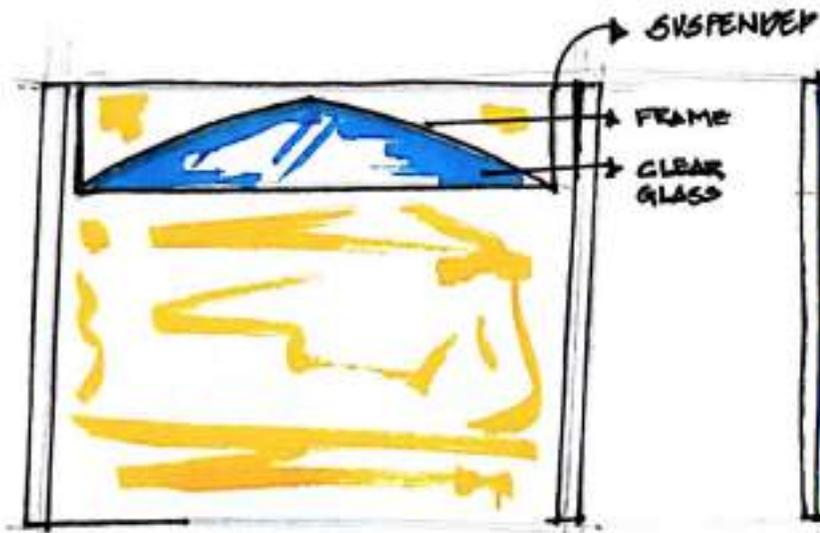
Sketches/ doodles



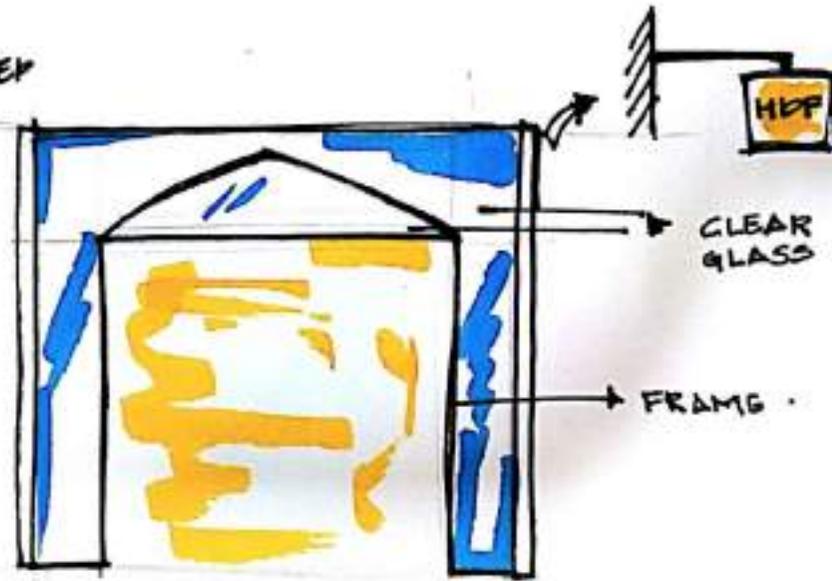
FACADE-I



FACADE-II

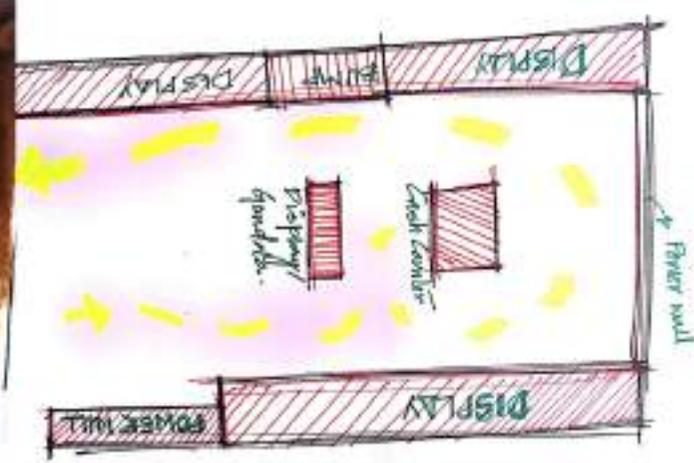
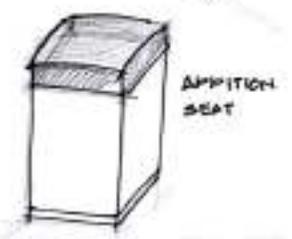
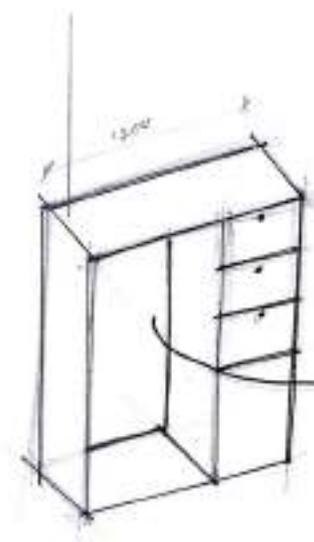
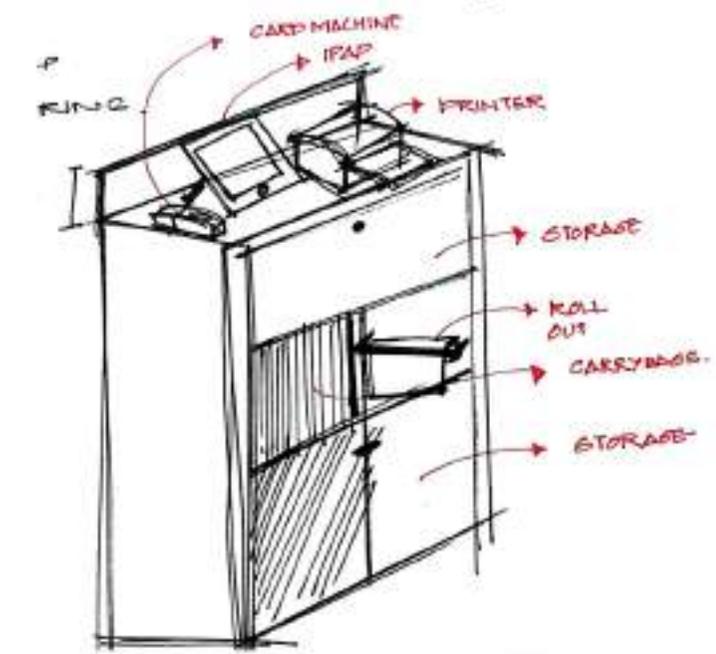
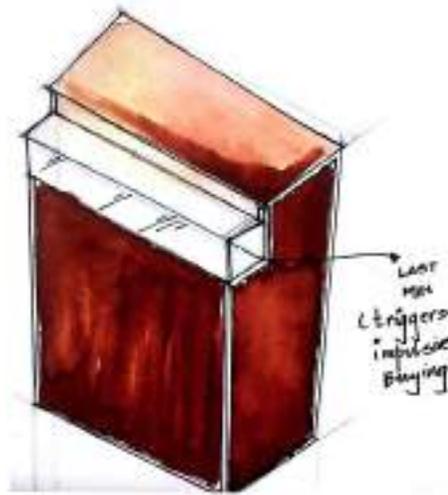


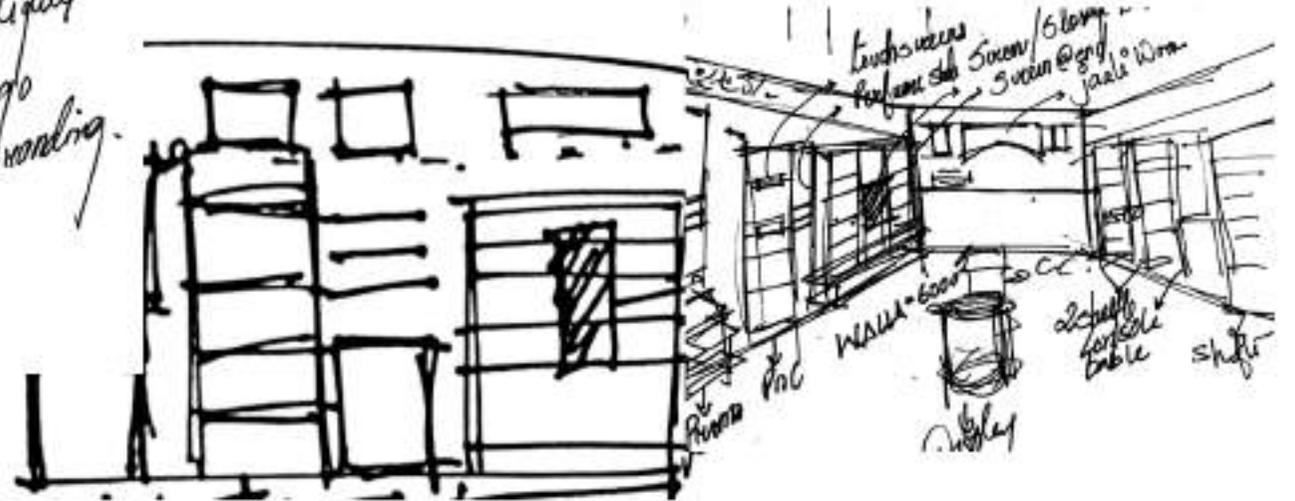
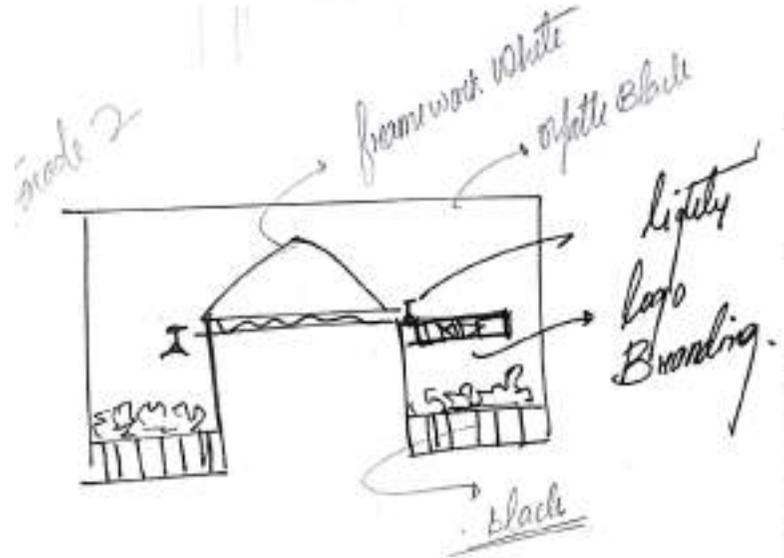
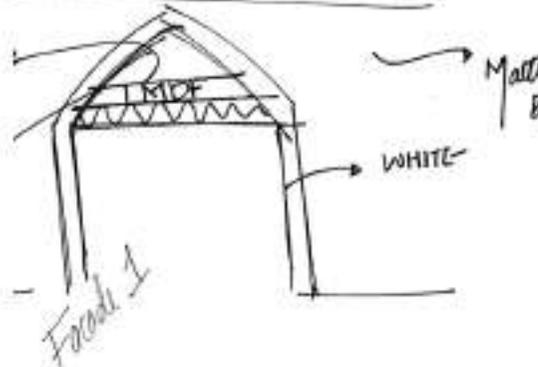
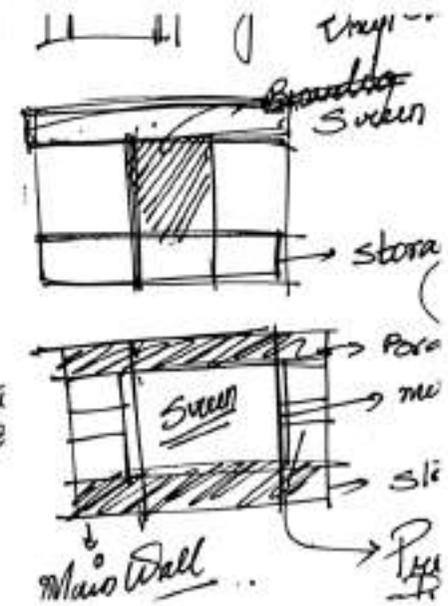
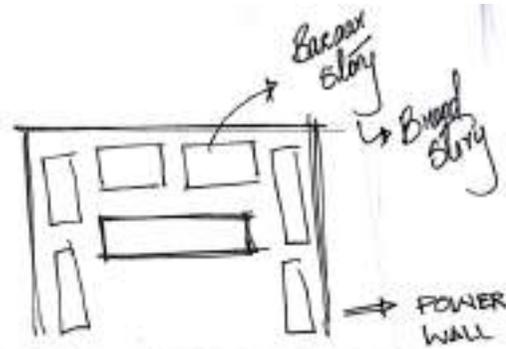
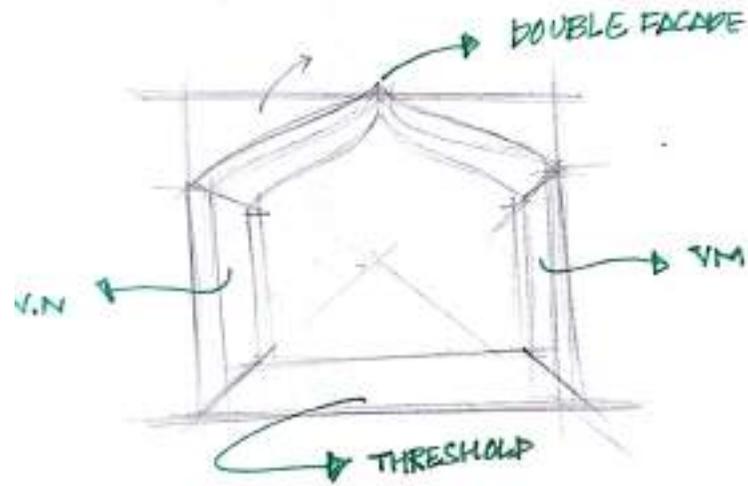
FACADE-III



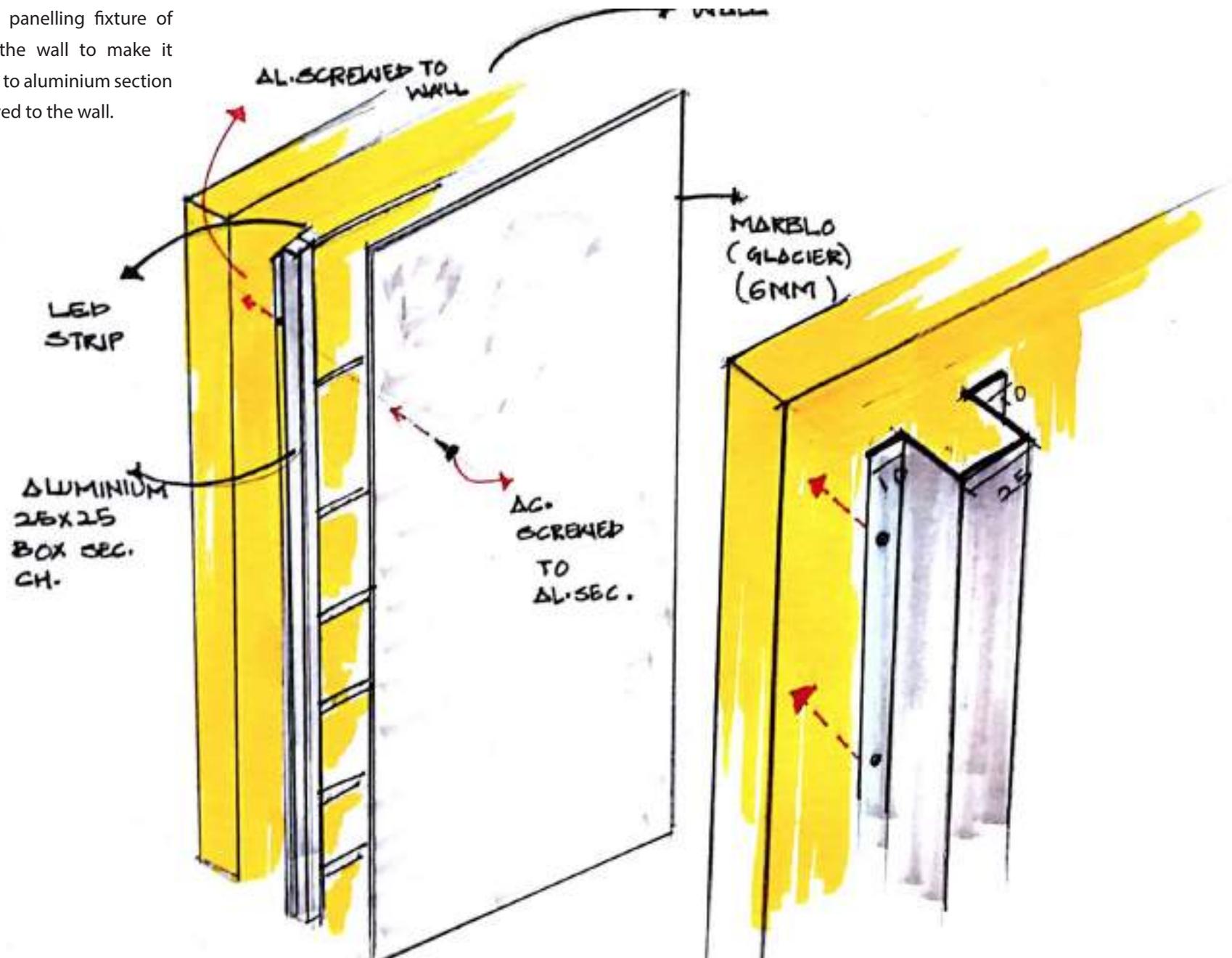
FACADE-IV

W





Sketch of the wall panelling fixture of Marblo acrylic to the wall to make it backlit. It is screwed to aluminium section that is further screwed to the wall.



Bills of Quantity

(BOQ)

Bills of Quantity or BOQ calculates the amount of money that will be spent in the making of the store.

| HDF _ LMDF _ BOQ : FRDC | | | | | | |
|--|----------------|--|----------|-------|------------------------|---------------|
| Name of Project: Last Minute Duty Free, Hyderabad | | | | | | |
| Contact person: Tarlochan Chohan, Design Intern (FRDC, Bengaluru) | | | | | | |
| Location of project: Rajiv Gandhi International Airport, Hyderabad | | | | | | |
| Quotation submission Date: 28.03.2017 | | | | | | |
| Store Area: 358 sq.ft | | | | | | |
| Store Height: 10' | | | | | | |
| SQ. NO. | ELEMENT | DETAILS / SPEC | QUANTITY | UNIT | RATE (RS. PER SQ. FT.) | AMOUNT (RS.-) |
| 1 | FLOORING | a. White Nibco, Dryx Creme tile (cost inclusive of cutting, installation, cement and grouting) | 88 | SQ.FT | 150 | 13,200 |
| | | b. Arizona Black Galaxy Tile (cost inclusive of cutting, installation, cement and grouting) | 264 | SQ.FT | 300 | 79,200 |
| | | TOTAL | | | | 92,400/- |
| 2 | CEILING SYSTEM | a. Saint Gobain Gyproc Gypsum panel- Providing and fixing in position single saint goblin brand GYPSUM board false-ceiling suspended on G.I. frame work in design as shown in the drawing. The G.I. frame work consist of channel of size 25mmx 25mm. Ceiling section of 6mm thickness. (rates inclusive of installation, putty and finishing) | 208 | SQ.FT | 75 | 15,600 |
| | | b. Naman steel Stainless steel Jalis, pre coated with bronze finish, CNC cut to the pattern (6mm thick) | 160 | SQ.FT | 450 | 72,000 |
| | | TOTAL | | | | 87,600/- |

BILLS OF QUANTITY (BOQ)

| | | | | | | |
|---|-------------------------|---|-------|--------------|--------|-------------------|
| 3 | CEILING LIGHTING SYSTEM | | | | | |
| | | a. Floss Lighting Magnet 2.0 collection track light | 28 | Nos | 1500 | 42,000 |
| | | b. LED strip light blocks, Floss Light Magnet 2.0 collection | - | - | - | 40,000 |
| | | c. Floss light magnetic track (inclusive of installation) | - | - | - | 1,00,000 |
| | | TOTAL | | | | 1,82,000/- |
| 4 | WALL LIGHTING SYSTEM | | | | | |
| | | a. Philips Linear LED strips (rates inclusive of connection and installation) | 48mtr | Mtr | 1000/m | 48,000/- |
| | | TOTAL | | | | 48,000/- |
| 5 | WALLS | | | | | |
| | | a. Aluminium section (Inclusive of installation) | 4 | nos | 1200 | 4800 |
| | | b. Long wall A: Marble Glacier Acrylic | 220 | SQ. FT | 350 | 77,000 |
| | | c. Long wall B: Marble Glacier Acrylic | 150 | SQ. FT | 350 | 52,500 |
| | | d. Long wall B: Marble Black Acrylic | 70 | SQ. FT | 170 | 11,900 |
| | | e. Short Wall: Marble Oyster Acrylic | 80 | SQ. FT | 400 | 32,000 |
| | | f. Short wall: Marble black acrylic | 80 | SQ. FT | 170 | 13,600 |
| | | (rates Inclusive of installation) | | | | |
| | | TOTAL | | | | 1,91,800/- |
| 6 | FACADE | | | | | |
| | | a. Duco paint (Inclusive of putty and wash) | 110 | SQ. FT | 86 | 9460 |
| | | b. Aluminium frame (Inclusive of installation) | 5 | Nos | 1200 | 7200 |
| | | c. MDF (12mm) Inclusive of cutting & installation | 86 | SQ. FT | 77 | 8622 |
| | | d. Naman steel bronze finish 5.5 metal trim | 50 | Running Feet | 450 | 22,500 |
| | | TOTAL | | | | 45,782 |

BILLS OF QUANTITY (BOQ)

| | | | | | | |
|---|---------------------------|--|-------|--|--------|-----------|
| | 10. Tobacco wall bay | Naman steel S.S metal section (25mmx25mm) at 190/ rf for 23.4 ft, Black saint gobain Lacquer glass with duco paint edges, 19mm laminate for the frame and 12mm plywood for drawer and hettich hinges, metal trim for the outer frame | 1 nos | | 12,340 | 12,340 |
| 6 | SIGNAGES | | | | | |
| | 1. Category signage | Saint gobain black lacquered glass, S.S bronze Naman steel metal trim with duct painted edges and inlayed with mirrors. Acrylic backlit letter with LED strips | 8 Nos | | 1150 | 9,200 |
| | 2. Warning Sign | S.S name steel pre coated bronze sheet metal with black duct painted letters. | 1 Nos | | 500 | 500 |
| | 3. Post Forward Sign | Black Marble acrylic | 1 Nos | | 2000 | 2000 |
| | 4. Facade Signage | Acrylic letter backlit with LED | 1 Nos | | 1150 | 1150 |
| | 5. Facade logo | Color acrylic backlit logo | 1 Nos | | 2000 | 2000 |
| | | TOTAL | | | | 14,850/- |
| 7 | TECHNOLOGY | | | | | |
| | 1 Samsung Digital screens | Samsung SMART Signage TV - RM48D | 8 | | 64,000 | 5,12000 |
| | 2. Tablets | Ipad (11") | 8 nos | | 18,000 | 1,44000 |
| | 3. Scanners | Mini Barcode Scanner Bluetooth CCD One Dimensional Red Light Wireless Portable Bar Code Reader | 8 nos | | 3000 | 24,000 |
| | 4. Desktop at the counter | Samsung Laptop PC NP300R5E-S05H Laptop | 1 Nos | | 36,000 | 36,000 |
| | 5. Debit card machine | Mosabee bluetooth card swipe machine | 1 Nos | | 3500 | 3500 |
| | | TOTAL | | | | 7,19500/- |

BILLS OF QUANTITY (BOQ)

| # | MISCELLANEOUS | | | | | |
|----|-------------------|---|-------|--|------|---------------------|
| 1. | Mirrors | Mirror with 5.5 nanan steel Pre coated frame at 50/ 60 | 2 Nos | | 1000 | 2000 |
| 2. | Display Lamps | salin goblin clear glass with metal trims and 5.5 rod suspension. | 4 Nos | | 2500 | 10,000 |
| | | TOTAL | | | | 12,000/- |
| | | | | | | |
| | TOTAL | | | | | 15,54,745 /- |
| | | | | | | |
| | ELECTRICAL | | | | | |
| | | Inclusive of Panels, Distribution boards, cables, cables termination, socket outlets, luminaries, circuit wiring, point wiring, music system, miscellaneous work, fire alarm system, signal warnings. | | | | 244,760/- |
| | | | | | | |
| | CCTV | | | | | |
| | | Supply and installation of 1/2" Colour Dome camerae with 3.6mm fixed lens, 480 TV lines resolution. Providing, fixing and testing, smart guard by Panasonic | | | | 53,450 |

Total Cost of the store (Inclusive of Services)= 20,97,715/ INR-