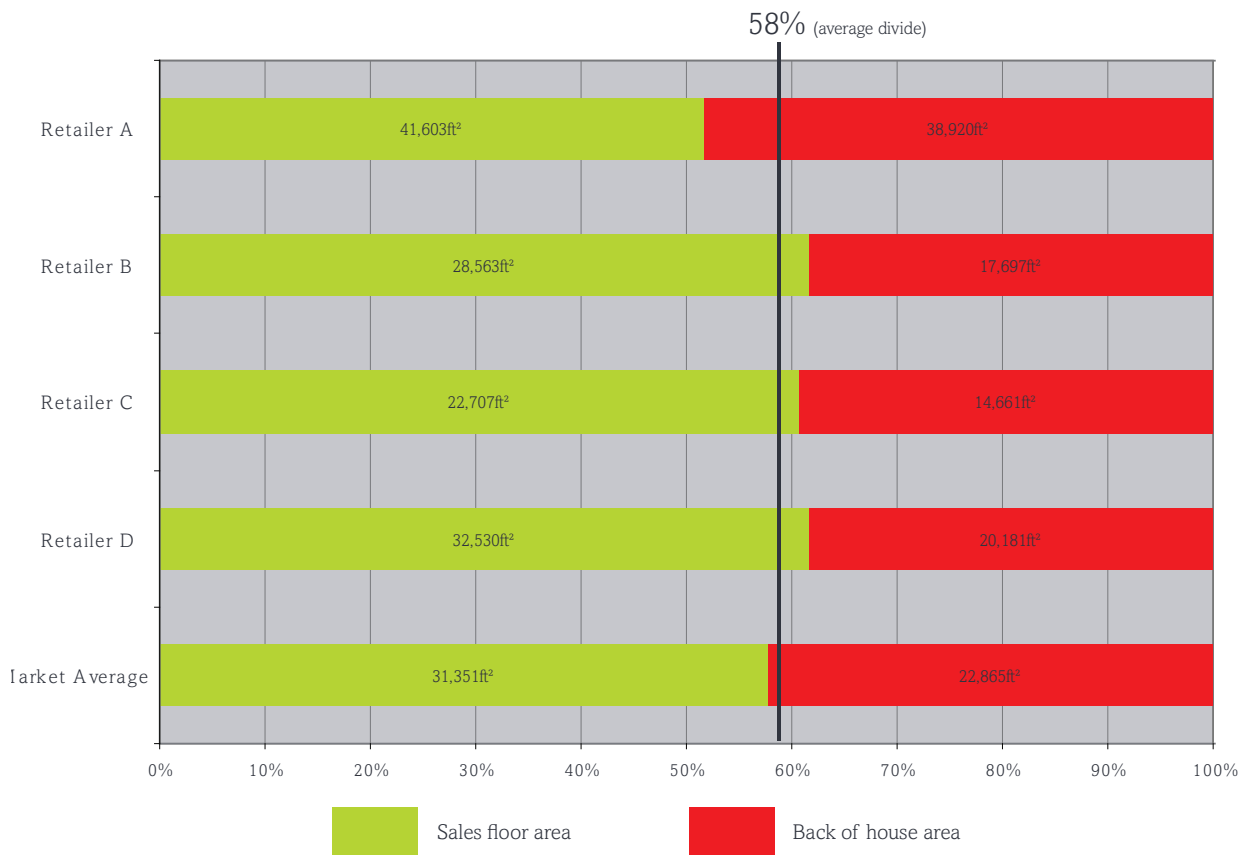


# ARE YOU PROVIDING FLOOR SPACE THAT WILL DELIVER PROFIT NOW AND PROTECT YOU FOR THE FUTURE?



## What is the current situation?

The average divide between food retailers is 58% sales floor and 42% back of house, this includes customer restaurants, facilities and on-line offerings. Whilst retailers aim to reduce back of house space to a minimum, over the last ten years, the leading supermarket retailers have had to consider the volume and type of different offers to face their customer base and stay ahead of the competition. This has included

the need to add additional areas to traditional non sales areas for secure stock, on line sales and increased staff provision. Although there is little difference in the back of house to front of house split over recent years the reality is that the non sales area is working much harder to meet the increased customer demand and non sales space is now becoming a vital revenue generating part of the store design.

### What does this mean for retailers?

As the race moves away from supermarket expansion it is crucial that the leading retailers have a legacy of adaptable space to meet the market. The adaptability of this space, to change the sales to non sales ratio, will be vital to have an asset infrastructure to support changing customer demand.

Although retailer A has a lower level of sales space the design is constructed with future expansion in mind. The designs have high level entrances to allow for future mezzanine and flexible back of house areas for future internal expansion of the sales floor area. This allows for the construction of low cost shell space with future flexibility in mind.

The true comparison in the market is around flexibility and EC Harris has the market insight to advise our clients to build for the future. Do you know how to optimise your space? How can you save money now yet future-proof your changing customer requirements and store construction costs?

## Contact



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