

CREATION OF A CONCEPT STORE

STAVANGER 02.10.2018

ASBJØRN LUNDE, ELKJØP CITY



CREATION OF A CONCEPT STORE



BIG BOX



CITY



SMALL BOX

BALANCE PLANNED VS. IMPULSE



big decision



small decision



A woman is looking at a product display in a Bose store. The display features the Bose logo and the text "SOUND PULSE & SECRET".

REASSURANCE

A store aisle with a display counter. The counter has the text "ANNONCERET VARE" on it.

INSPIRATION

A store aisle with display counters. One counter has the text "VARE" on it.

EFFICIENCY

A store aisle with display counters. The counter in the foreground has the text "ANNONCERET VARE" on it.

THE ROLE OF THE STORE



tele 

2
1

ELKJØP 

SAMSUNG

HUAWEI

SMARTTELEFON

SAMSUNG

INFORMASJON

Dobbel data i sommer!

SMARTTELEFON

ANBEFALTE VARE
79



SONY



100% FORNYDD

Føremåls-kampanje for alle viktige for oss i Norge. Vi vil ikke bare ha en god dag for deg, vi vil ha en fantastisk opplevelse. Ikke når du handler og når du tar produktet i bruk. For å vite at vi har støtt på å være her vi ser opp flere butikker som skal gi deg en ekstra trygghet og sikre at du skal bli fornøyd. 100% Fornøyd.



lyd & bilde

SAMSUNG



100% FORNYDD



KABLER & TILBEHØR



GET IN THE
GAME

GAMING

GAMING

GAMING

GET IN THE

GAME



EFFICIENT
CUSTOMER
JOURNEY

ELKJOP

kasse

Classic C1 Junior EcoLine SBAG1

800W GN

COMPACT CABLE REWIND

AIRCLEAN 360° TUMBLING CASTORS

ROTAry SWITCH 9m

Classic C1 EcoLine

Miele

1019360 41BAG130

CE

08

QR CODE

UPPER ARROW

RECYCLE

GLASS

UMBRELLA

RECYCLE

RECYCLE



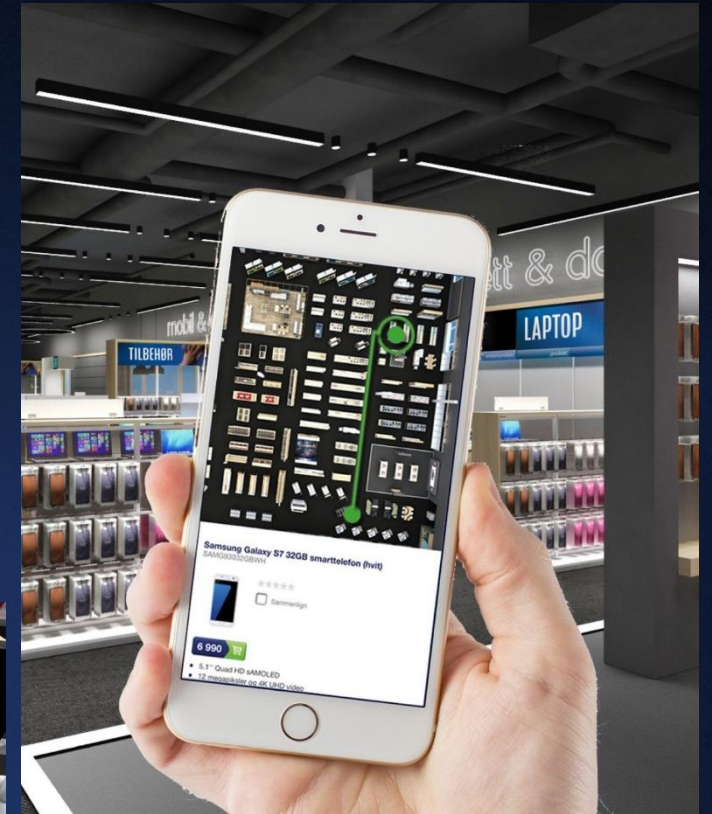
EFFICIENCY – ALWAYS CORRECT PRICE ON A ENDLESS PRODUCT LINE



ENDLESS AISLES



ELECTRONIC SHELF LABELS



MOBILE NAVIGATION
NFC
MOBILE QUEING



Easy Payments



"Distribution"



Digital signature



Electronic price labels



Common Service area

Instore repair

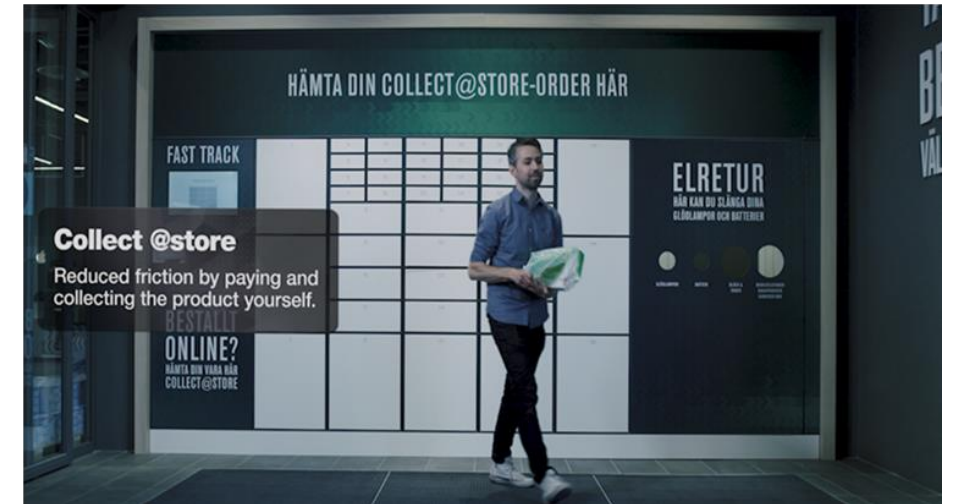
Collect@Store

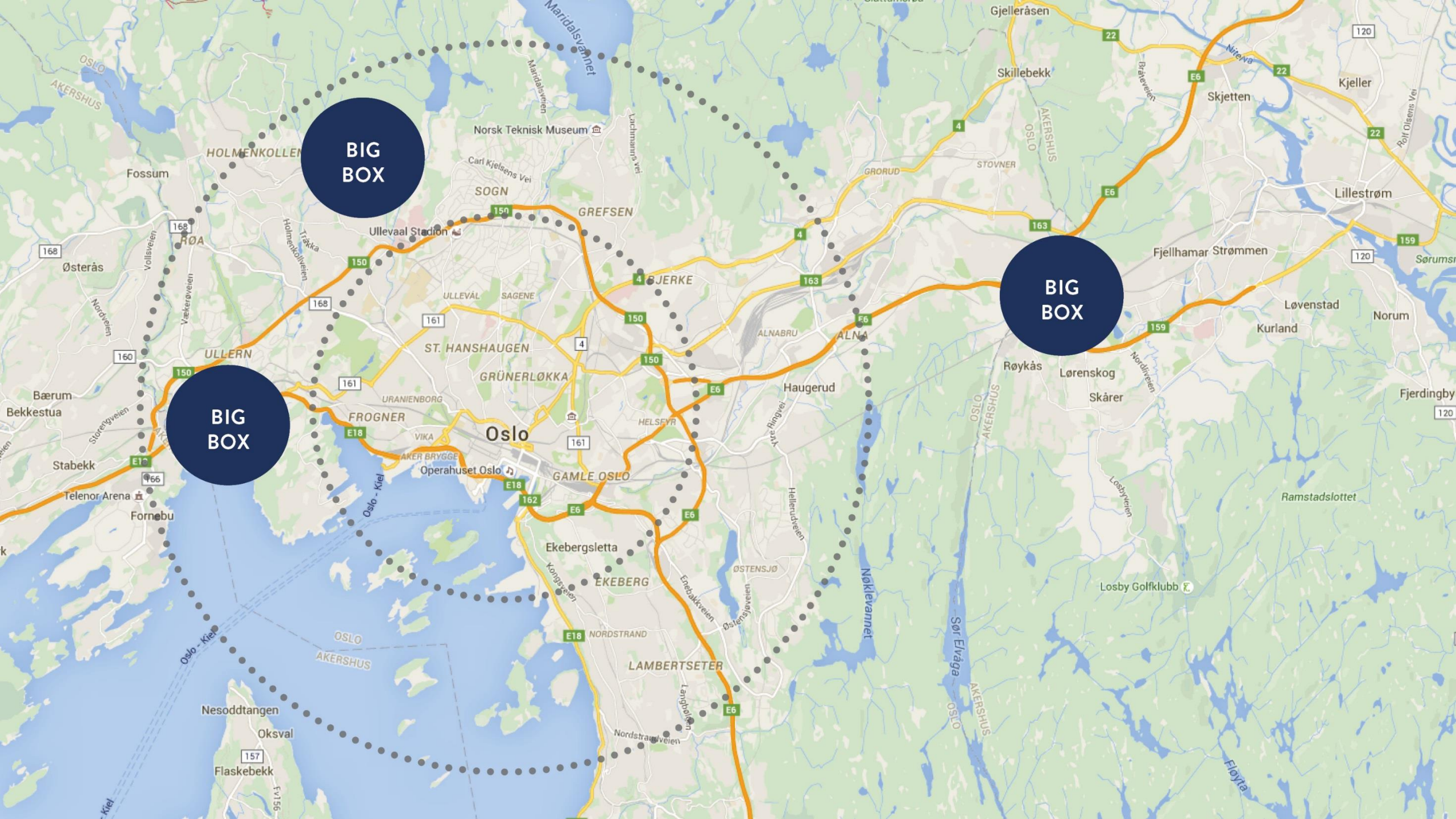
**INDEPENDENT
REASON FOR
CUSTOMER
TO CHOOSE**



**AFTERSALES OPERATION
ONE TEAM!**

- ✓ REPAIR
- ✓ RETURN
- ✓ CASHIER
- ✓ KNOWHOW
- ✓ MERCHANDISING
- ✓ WAREHOUSE/LOGISTIC

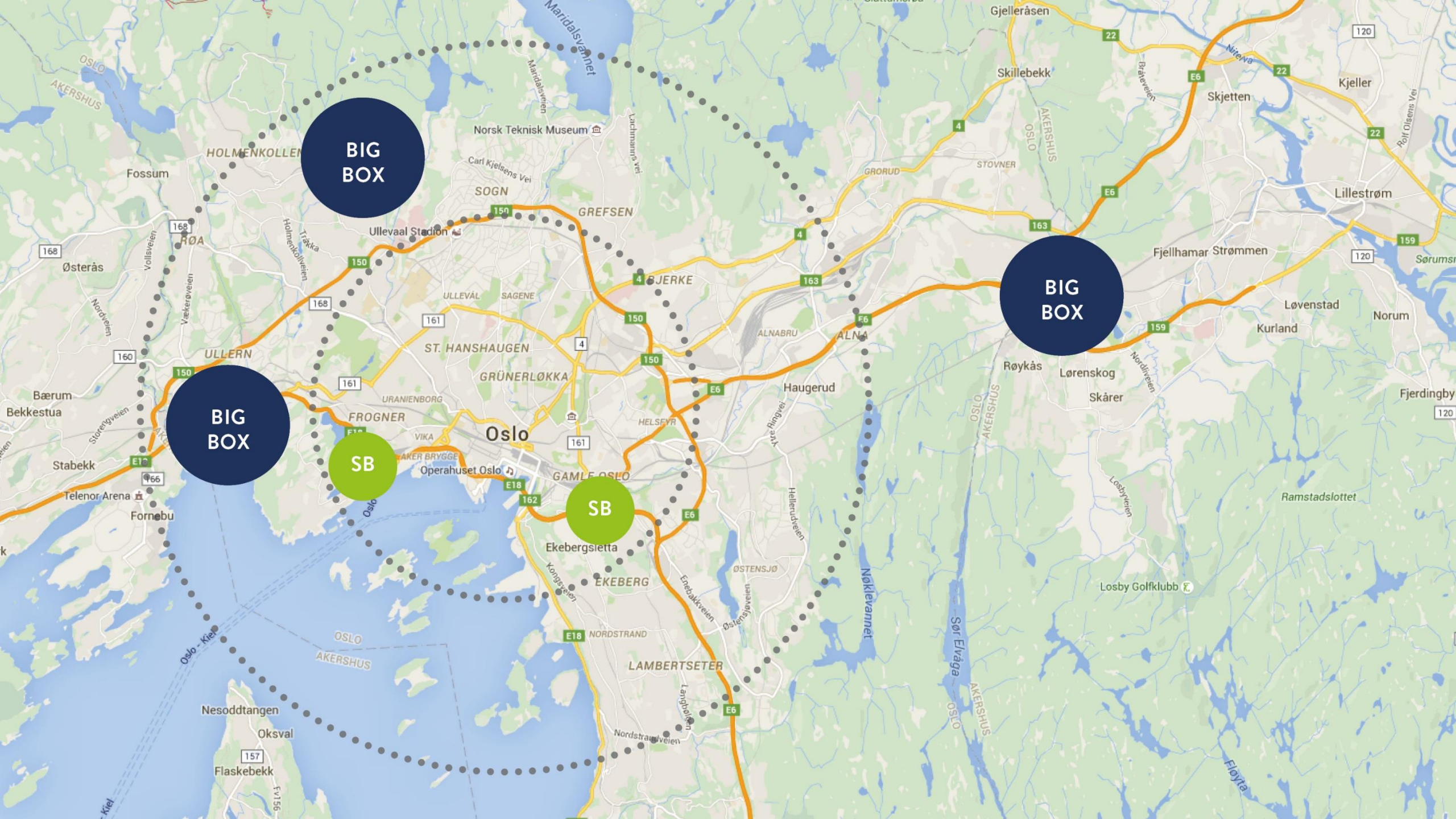




**BIG
BOX**

**BIG
BOX**

**BIG
BOX**



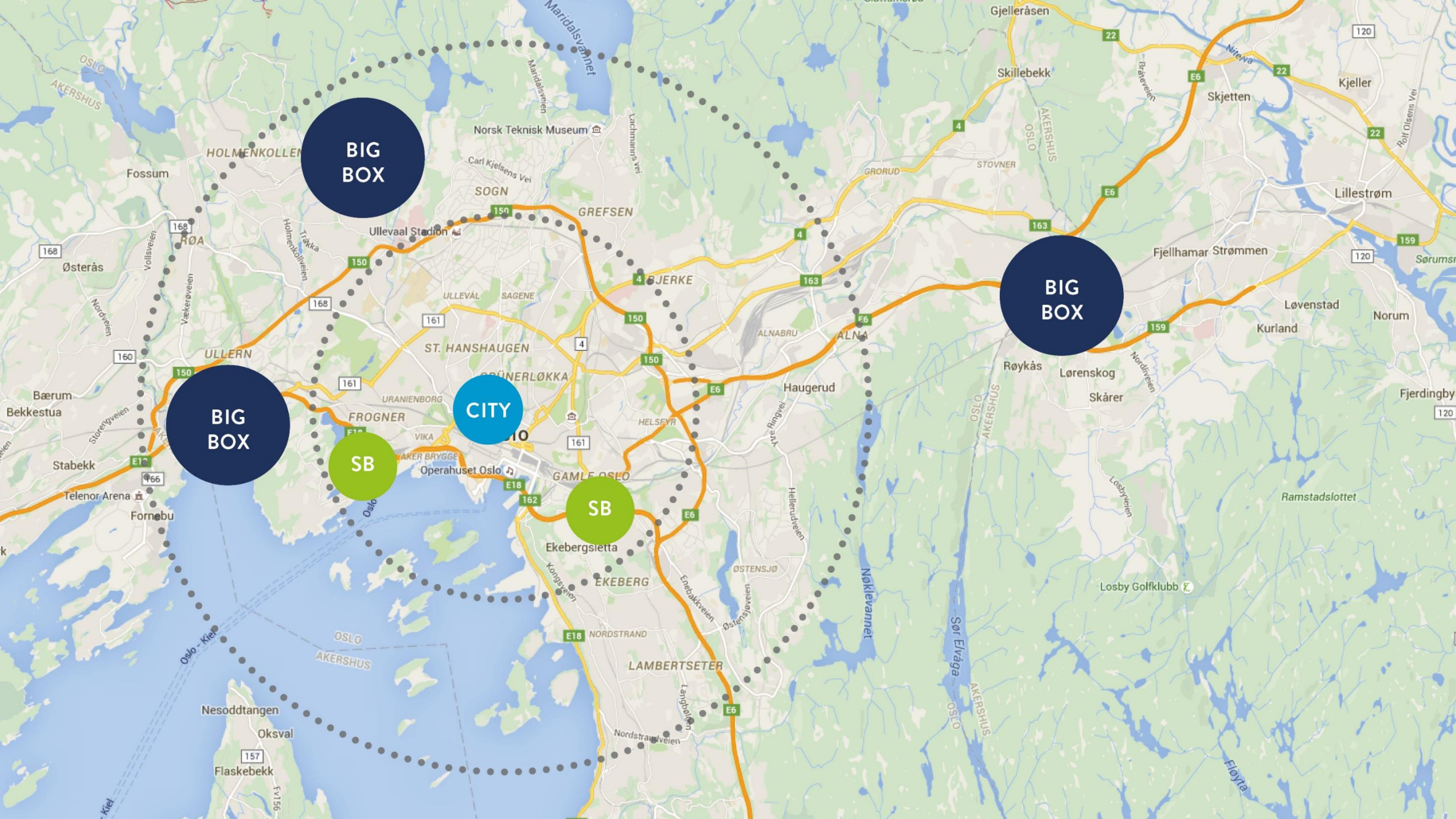
BIG BOX

BIG BOX

BIG BOX

SB

SB



BIG BOX

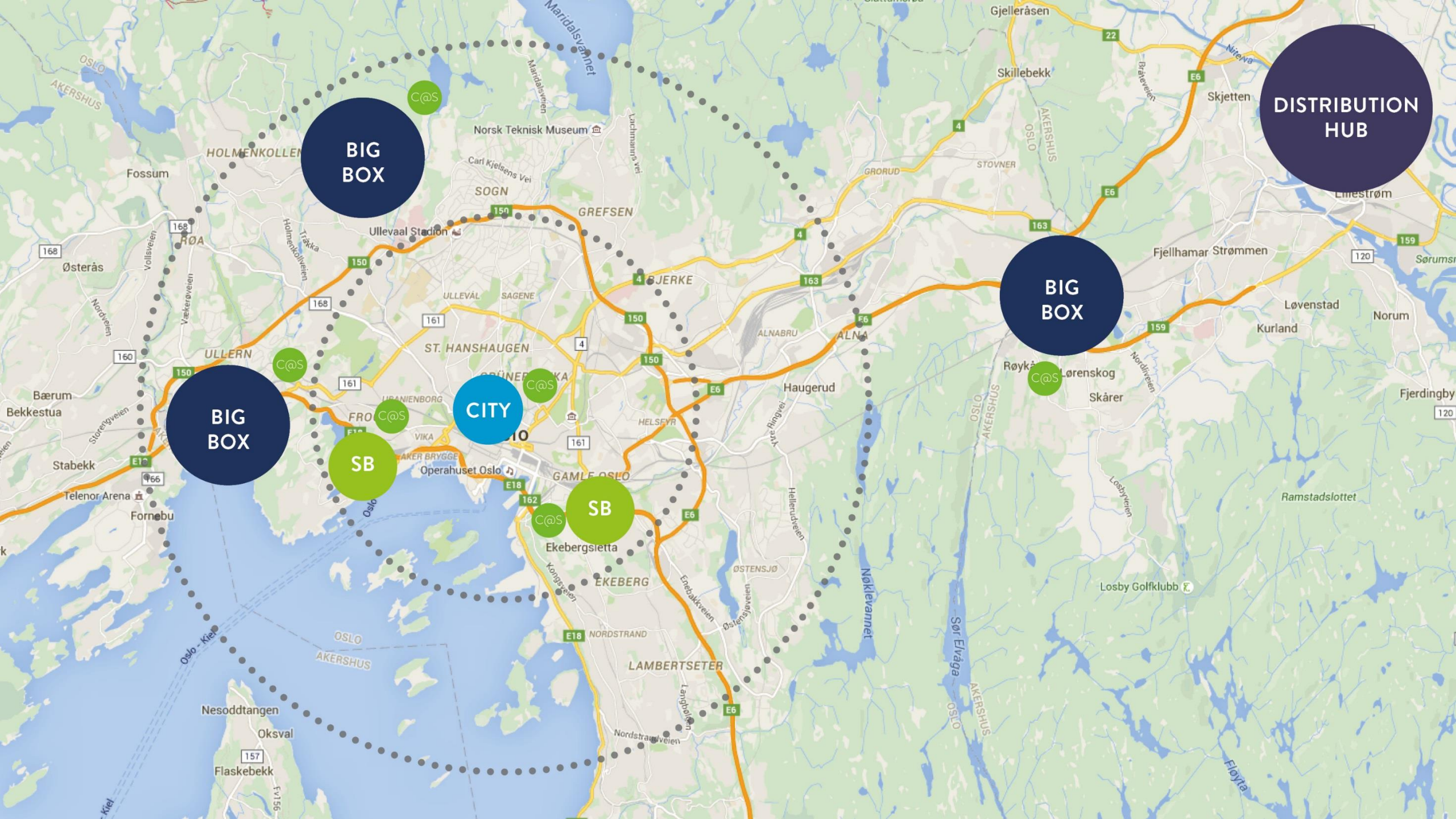
BIG BOX

BIG BOX

CITY

SB

SB



THANK YOU!

