



OUTLET DESIGN



The outlet environment enables customers to form a perception of the brand and the value of the products. All Kinohimitsu outlets, whether it is in Singapore, or other parts of the world, should have a uniform appearance. Factors that determine the customer's perception include:

- Outlet layout
- Outlet design elements

C-1 Information Gathering

Once the space has been handed over, Distributor must provide its appointed Interior Design (ID) personnel the renovation guidelines and requirements prior to the commencement of the ID work. The following are some examples of the details to be provided:

- Existing Floor plan
- Existing Mechanical and Electrical plans (if any)
- On-Site Measurement (e.g. height of ceilings)
- Photos of Entrance/Exit points
- Positions of fire hose and sprinklers points (if any)
- Locations of fire exits and escape doors (if any)
- Structural limitations (e.g. positions of primary and secondary pillars on the floor-plan)
- Photos of the whole showroom environment as well as the immediate surroundings of the outlet
- Photos of outlet frontage, surroundings and general location

It is important that all the above information is accurate and complete. The accuracy of this information is critical because the overall concept,

outlet fittings, and products to be selected for display will be affected. Project Manager should use the **ID Submission Checklist** (Refer to BPM Appendix 3) to collate the required data. Should the Project Manager have any doubt in getting the information, he should seek the assistance of a professional body to verify the details in the plans.

The appointed ID personnel shall assist the Distributor or the Project Manager in the development of 1 complete set of interior design plan for the outlet. The design plan provided by the ID personnel shall consist of the following:

- 1 set of proposed floor plan
- 1 set of proposed interior elevation drawing
- 1 set of proposed electrical layout plan
- 1 set of proposed construction drawings for customised furniture, e.g. shelving and wall partitions (where applicable)

C-2 Design Process

The following section will provide guidance and requirements to the design and layout of the Kinohimitsu outlet.

Note 1:

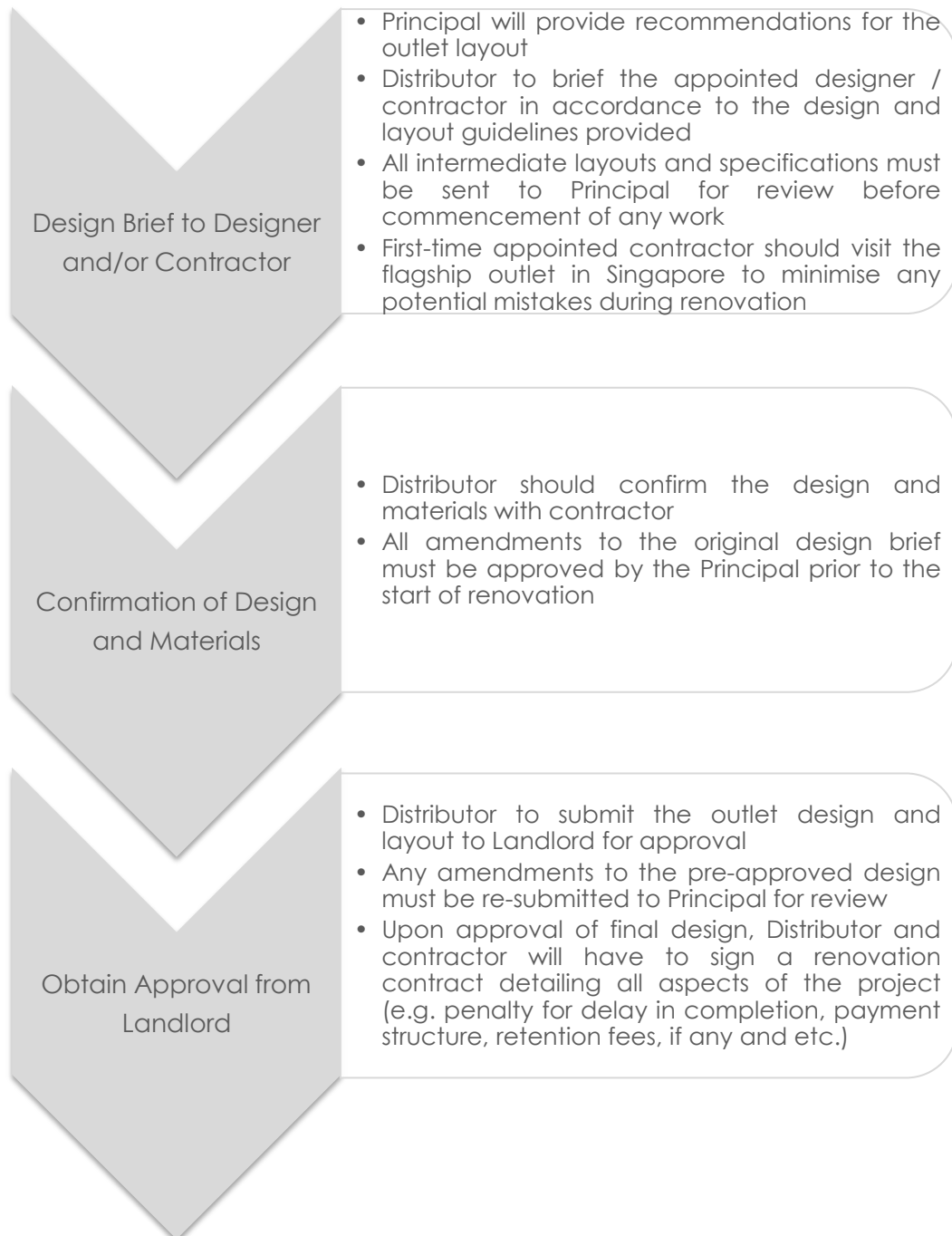
While prototype layouts and furniture drawings are provided by the Principal, the Distributor is responsible for obtaining final drawings and specifications for the premises from suitably qualified professionals.

Note 2:

Technical matters in the areas of building structure, mechanical, electrical or plumbing systems must be undertaken by professionals appointed by the Distributor. The Principal's review and feedback are

meant only for ensuring accurate representation of Kinohimitsu in terms of trade dress, image and general design criteria.

The design process and activities can be summarised as below:



C-3 Outlet Layout

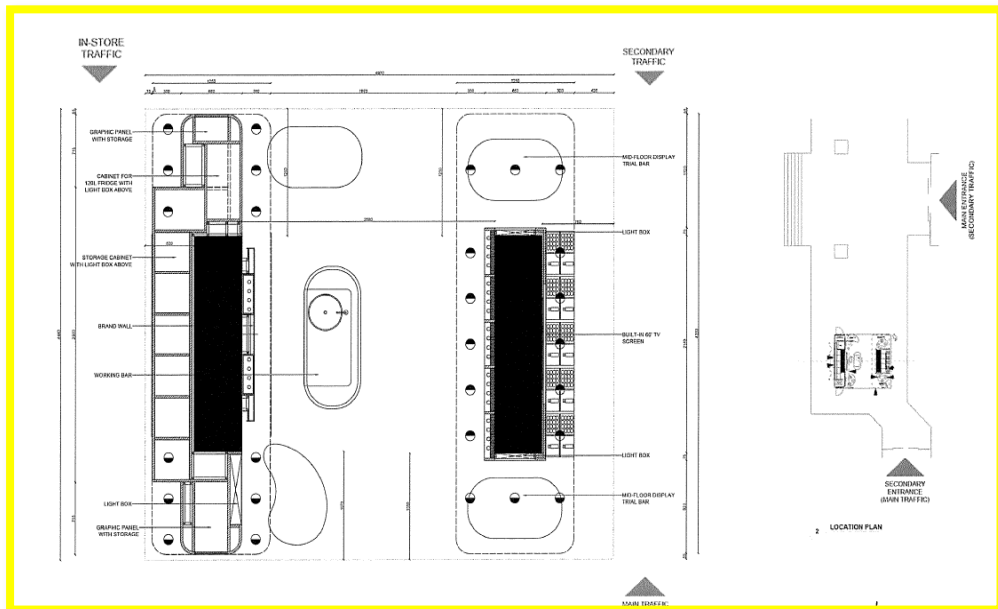
Outlet layout is the arrangement and placement of fixtures, fittings, equipment, merchandise, and non-selling areas such as the storage area.

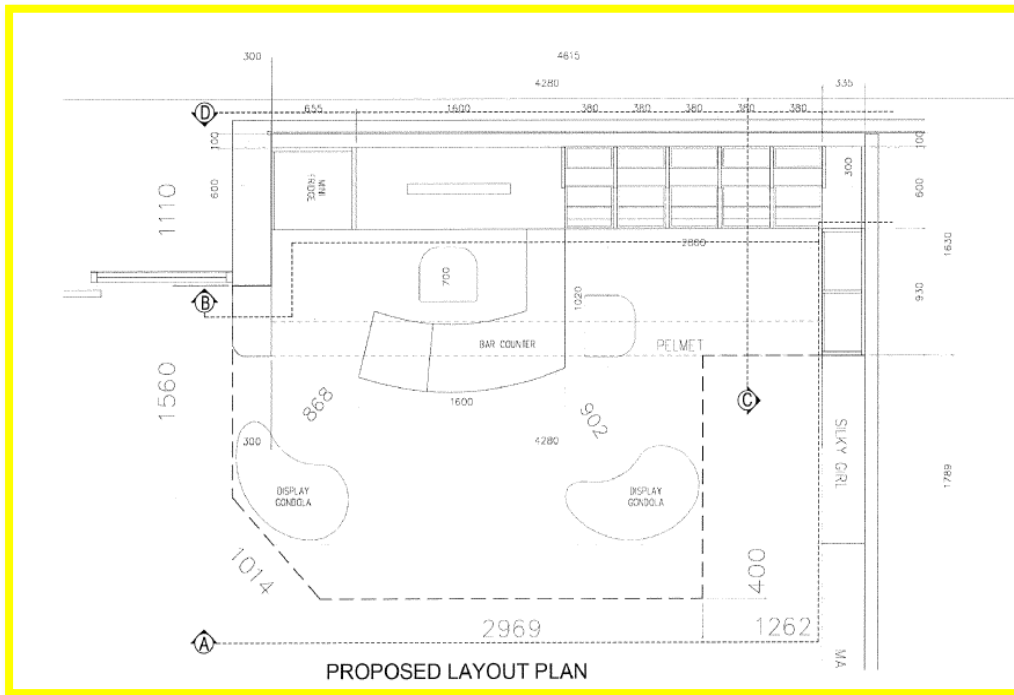
While the actual outlet layout is dependent on its specific floor plan, it is essential that the entrance of the outlet is able to capture all in-store traffic as well as walk-ins from both the main and secondary mall entrances.

Distributor is required to plan the outlet layout by incorporating the specific guidelines provided, and submit to Principal for review and final approval.

C-3-1 Beauty Bar Prototype Floor Plan

A sample layout of a Kinohimitsu Beauty Bar outlet (200 – 400 sqft) and all its key operational features is as below:





C-3-2 Boutique Prototype Floor Plan

A sample layout of a Kinohimitsu Boutique outlet (800 – 1200 sqft) and all its key operational features is as below:

C-3-3 Flagship Prototype Floor Plan

Layout is to be confirmed.

C-4 Outlet Design Elements

As part of Kinohimitsu retail branding, every outlet should exude a strong and distinct brand identity and this is reflected via its unique outlet design elements. The following are some examples of the types of design elements:

C-4-1 General Design Elements

- Logo Signage

- Brand Wall
- Working Bar
- Graphic Panel with Storage
- Cabinet for 120L Fridge
- Mid-Floor Display Trial Bar
- Built-In 60" TV Screen
- Crate Display Box
- Display Shelves
- Storage Cabinet
- Light Box
- Display Gondola
- Wall Display
- Lighting

Detailed technical drawings, specifications and requirements of the design elements can be found in **Fit-Out Guide** (Refer to *BPM Appendix 4*).



Logo Signage

Brand Wall

Working Bar



Graphic Panel with Storage and

Cabinet for 120L Fridge

Mid-Floor Display Trial Bar with



Built-In 60: TV

Crate Display Boxes

Display Shelves

Storage Cabinet



Graphic Panel with Storage and Light

Light Box

Display Gondola



Wall Display

Display Gondola

Mid-Floor Display Trial Bar with



Light Box

Display Shelves

Storage Cabinet



Boutique Lighting