

Store layout design and the selection of shelves in Spar stores put geometry into action. The use of a hybrid layout format creates the scope of, and also necessitates, using an extensive variety of shelves. For example, slatted shelves are used to display fruits and vegetables. The scientific reasons for using slatted shelves are air circulation and drainage but they are also instrumental in creating a visual appeal resonating with how fresh fruits and vegetables are usually displayed in open markets. This helps strengthen the notion of the freshness of the offerings. In devising convenience store layout planning solutions, YRC reckons the implications of [visual merchandising](#) on the shopping experience.

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Empty shelves are a rare instance in Spar stores.

To begin with, empty shelves are a rare instance in Spar stores. YRC maintains that the use of [technology](#) aided by the use of technology helps minimize the instances of empty spaces in shelves or avoiding out-of-stock situations. Secondly, well-defined product categorisation and the use of signages infuse logic and certainty into the in-store navigational and product-search experience of customers. It can be hard to deny that Spar does not use colour psychology in product placement.

‘neat and clean’

Cliché as it may sound but the phrase ‘neat and clean’ often only comes out of pure admiration and Spar stores are ready examples of it. Such a spotless nature of the visual environment stands out as a benchmark for other retail brands and businesses in all sectors. Achieving this is not easy even with machines at work. Veteran C-store consultants would agree that there must be a robust system at work to ensure that level of spic-and-span. With a long stint as convenience store consultants, YRC emphasises the necessity of correlating desired outcomes with the required efforts using SOPs for convenience stores.

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