

## Simple steps to designing a profitable store.

### 4. Design with circularity.

Be sure to take a circular approach to your store design. Among the many points to consider when working in this way, there are a few that will have a significant impact on your profitability.

The materials you choose, how they are processed, and how individual items are manufactured will effect your lead times and impact on the environment. More to the point, it's your chance to capitalise on an opportunity, and show your customer that you care.

Your transportation choices and the ease with which your kit is transported has a wide scale of cost attributed. Look to keep weight down and reduce the volume of air that is packaged.

We should all be aiming to keep retail items from reaching their end of life. By considering re-use from the beginning of a project we can increase the longevity of an item and drive greater profitability from the initial expenditure.

