

CASH DESK LAYOUT



FROCKBOX



WHY IS THIS IMPORTANT?

the cash desk is a core point within a retail store - where it is located and the functional features needs to make it easy for the customer transaction and meet the operational requirements of the sales associates with ease

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RULES FOR CASH DESK LAYOUT



• *location*

• *size*

• *functionality*

Style delivered to your doorstep

TIPS FROM THE EXPERTS

THE CASH DESK IS THE BIGGEST OPPORTUNITY TO CREATE BRAND RECOGNITION. ENSURING IT SPEAKS TO A STORES BRAND WITH LIGHTING AND KEY FOCAL POINTS IS A CRUCIAL ELEMENT OF SELLING AND MARKETING CREATING A UNIQUE IMPACT IN THE INDUSTRY

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LOCATION

here are a few things to consider when choosing the location of the cash desk:

- does the location allow a good viewpoint throughout the store for associates working there
- does the location accommodate the desired size
- is the location taking away any prime space that should be utilized for displaying merchandise
- is it easily accessible for associates as well as customers to get to
- is it close to an electrical source or can electrical be installed within this location for the POS system



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SIZE

here are a few things to consider when choosing the size of the cash desk:

- does the size of the cash desk allow enough space for daily operations such as storage for supplies, space to package orders for customers, space for a POS system, etc.
- is the cash desk excessively large + taking up prime merchandising space when it does not need to be

CREATING THE PERFECT RETAIL STORE LAYOUT



TIPS FROM THE EXPERTS

A GREAT STANDARD SIZE OF A CASH DESK IS 6FT LONG, 2FT DEPTH TO ALLOW SPACE TO HELP CUSTOMERS AND 4FT BETWEEN THE DESK ITSELF AND THE WALL TO ALLOW SPACE FOR WALKING + OPENING DRAWERS/CUPBOARDS.

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FUNCTIONALITY

here are a few things to keep in mind to ensure the cash desk is functional for the store:

- does the size and layout accommodate the functional features desired such as drawers for tissue, closed storage, storage for packing supplies, etc.
- is the cash desk functional for the POS system to be installed and run smoothly
- is the cash desk functional for customer transactions
- is it functional for sales associates to work at, comfortably open drawers + cupboards and move around with ease

CREATING THE PERFECT RETAIL STORE LAYOUT



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