

BOOKSTORE PLANNING QUESTIONNAIRE by FRANKLIN FIXTURES

Please tell us about your store...

Name		Location	
SF retail		SF other use	
Café		Brews	

Defining the general look and feel...

- Contemporary – clean, simple lines, light woods or solid colors
- Traditional – warm colors, decorative crown moldings & trims
- Themed: _____
- Other: _____

Determine retail space dedicated to:

%	Bookselling
%	Café / Brews
%	Activities – seating, events
%	Gifts & sidelines
%	Other

Help us understand your merchandise mix. This is the first step towards determining the most effective strategy for display fixtures that generate the most sales.

%	Books (overall)	
	%	Large format/heavy books
	%	Children's books
	%	Other
%	Sidelines	

Dedicated areas?

%	Gifts	Yes	No
%	Apparel	Yes	No
%	Logo items	Yes	No
%	Cards	Yes	No
%	Toys/Games	Yes	No
%	Other	Yes	No

Are you working with a...

- Store Consultant: _____
- Store Designer: _____
- Architect: _____
- Contractor: _____

The fixture ordering process:

- Merchandising plan
- Fixture plan

Define how you will need your counter to function and the activities it should accommodate.

____ # of full-time check-out stations
 ____ # of temporary/seasonal check-out stations

What activities do you need to accommodate behind the counter?

- ____ Sales only
- ____ Gift Wrapping
- ____ Special Orders
- ____ Work/Desk area
- ____ Look-up station
- ____ Mail/Online fulfillment center
- ____ Other: _____

Please check what's most important to you.

	Meeting a fixed budget (\$_____)
	Creating a unique store
	Integrating new fixture with existing
	Meeting a tight timeline/important date
	Optimizing a small space

Will you need...?

	Assistance with installation
	Inside delivery with general fixture placement
	Tailgate delivery (to the back of truck)
	Liftgate delivery (to the sidewalk)
	Assistance with opening inventory selection
	Merchandising training
	Staff/Management training

Project Schedule Target Dates

	Lease space/financing secured
	Store design completed
	Fixture plan finalized
	Fixture order date
	Fixture delivery window
	Soft Opening
	Grand Opening/Re-Opening