

DESIGN DEVELOPMENT | 04

WHERE

4.1 INTRODUCTION

In reaction to the theoretical premise in chapter three - which analysed the design opportunities held by efficient interior design – chapter four commences.

Three site analysis pages of existing Shoprite supermarkets are presented first. The first of the three pages, page 26 - [4.2 Site Analysis 1](#), is a general analysis of all eighteen Shoprite stores in Pretoria - of which four are presented as examples. The facilities and departments provided by the four sites are identified to determine the general facilities and departments Shoprite provides. These were compared to those offered by all eighteen sites in Pretoria, to ensure correct generalisation. Additional, prominent store destinations are also listed. The departments were identified in order to determine the main destinations in store which Shoprite is known for.

Next, the context surrounding Shoprite stores were analysed, and a general example is provided (see figure 4.2.6 on the opposite page). Two plans of existing Shoprite stores are also provided to assist with further analysis.

The next page - [4.3 Supermarket Psychology](#), contains theories on the psychology behind the design of supermarket layouts. It analyses the traditional or standard supermarket layout, which proves to be superior to alternative layouts. Next, the reason why the layout is superior is explored by determining the secret behind the layout - which serves to maximise a retailer's turnover.

Seven initial site visits to the four Shoprite stores shown in 4.2 on page 26, were undertaken to continue the rest of the site analysis.


In [4.4 Site Analysis 2](#), on page 27, the supermarket psychology theory further assisted in correctly identifying success and weaknesses, as well as opportunities within the existing Shoprite interiors.

A colour study was done on Shoprite's brand colours to determine the associations connected to the colours. This further assisted in identifying design problems in the existing interiors. The findings are also utilised within the new design for Shoprite to insure appropriate colour use. This will become evident later in the chapter.

Number [4.5 Site Analysis 3](#), contains an in depth analysis of the general problems within the supermarket. These were determined by the site visits and by comparing the findings

to the theory. Here, the three **areas of focus** for the project are identified. The areas identified are those which have the most potential to resolve the existing problems within the interior, and improve the efficiency, as discussed earlier in the document.

The design development, which directly responds to the site analyses, commences on page 29 under [4.6 Interior design Strategies 1: General Guidelines](#). This page identifies ways to solve the existing problems - by analysing additional precedents and theories and correlating them with the strategies used by informal retailers (from which inspiration for the design is drawn). Additional strategies for improvement are also presented.

The specific areas of focus for the project (the interior components), which are clearly marked with the icon , then become the main focus throughout the rest of the chapter. To repeat, the interior components of focus, include (1) the in-store departments - **Deli, Bakery, and Butchery**; (2) the aisle navigation; and (3) the checkout area.

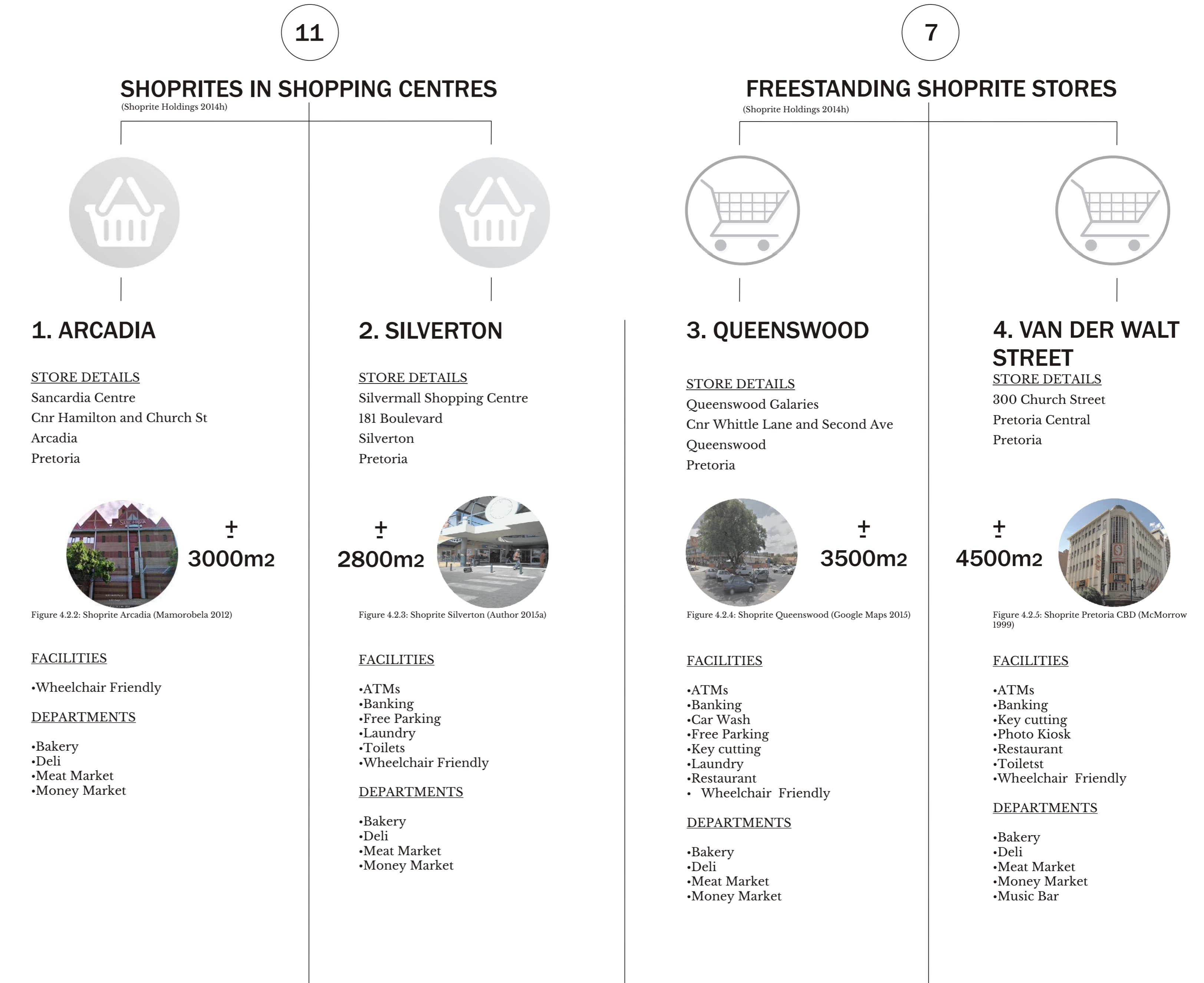
Using the **Deli** as the **main example** of how an appropriate brand identity within the interior is established for Shoprite, a diagram is presented on page 31 and 32, under [4.7 Interior Design Strategies 2: Look & Feel](#). The identity was established by following a process. Firstly, contemporary supermarket precedents are explored to identify successes and weaknesses within their designs. The diagram then continues by summarising how a typology study was done on deli's to determine the specific elements which are associated with deli design - allowing them to be instantly recognisable without the need for signage as the main indication. Informal retail in South Africa continued to inspire the design by identifying similarities between the deli typology and street vendors. Furthermore, keeping in mind the branding strategies for interior design, which were determined in chapter three, store communication which resonates with the target market was utilised within the design. Ways to interiorise the brand were also adapted to Shoprite.

The process is then repeated for the design of the Bakery and Butchery to ensure an appropriate design for each of the departments. This can be seen on pages 33-36. Hereafter, the chapter is concluded.

4.2 Site Analysis 1 SHOPRITE PRETORIA SOUTH AFRICA



Figure 4.2.1: Design Strategy (Author 2015)



STORE SIZES

(Shoprite Holdings 2014e)

Stores vary between 2500 & 4500m²

GENERAL FACILITIES

(Shoprite Holdings 2014h)

ATM	88%
FREE PARKING	88%
WHEELCHAIR FRIENDLY	75%
TOILETS	75%
BANKING	63%

GENERAL DEPARTMENTS

(Shoprite Holdings 2014h)

BAKERY	100%
DELI	100%
MEAT MARKET	100%
MONEY MARKET	100%

OTHER PROMINENT STORE DESTINATIONS

PARCEL STORAGE
KIOSK
PIE SHOP
FRUIT & VEG
DAIRY
BREAD

PREPARED FOOD (DELI)
CHEST FREEZERS

SHOPRITE SILVERTON SITE & CONTEXT



Figure 4.2.6: Map of Shoprite Silverton (Google Maps 2015)

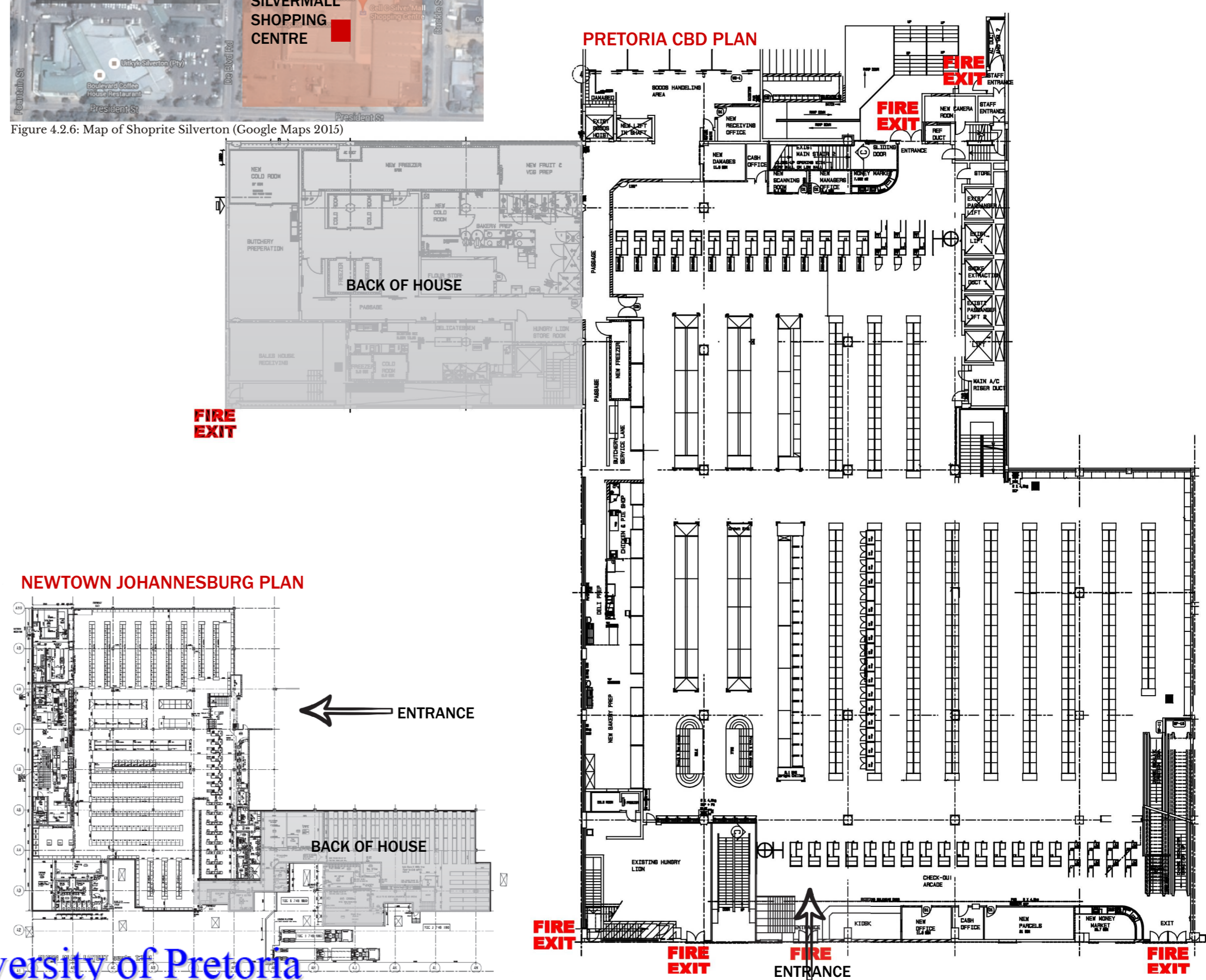


Figure 4.2.7: Plan of Shoprite Newtown (Schoeman 2013)

Figure 4.2.8: Plan of Shoprite Pretoria CBD (Nel 2015)

4.3 Supermarket Psychology

4.3.1 TRADITIONAL SUPERMARKET LAYOUT

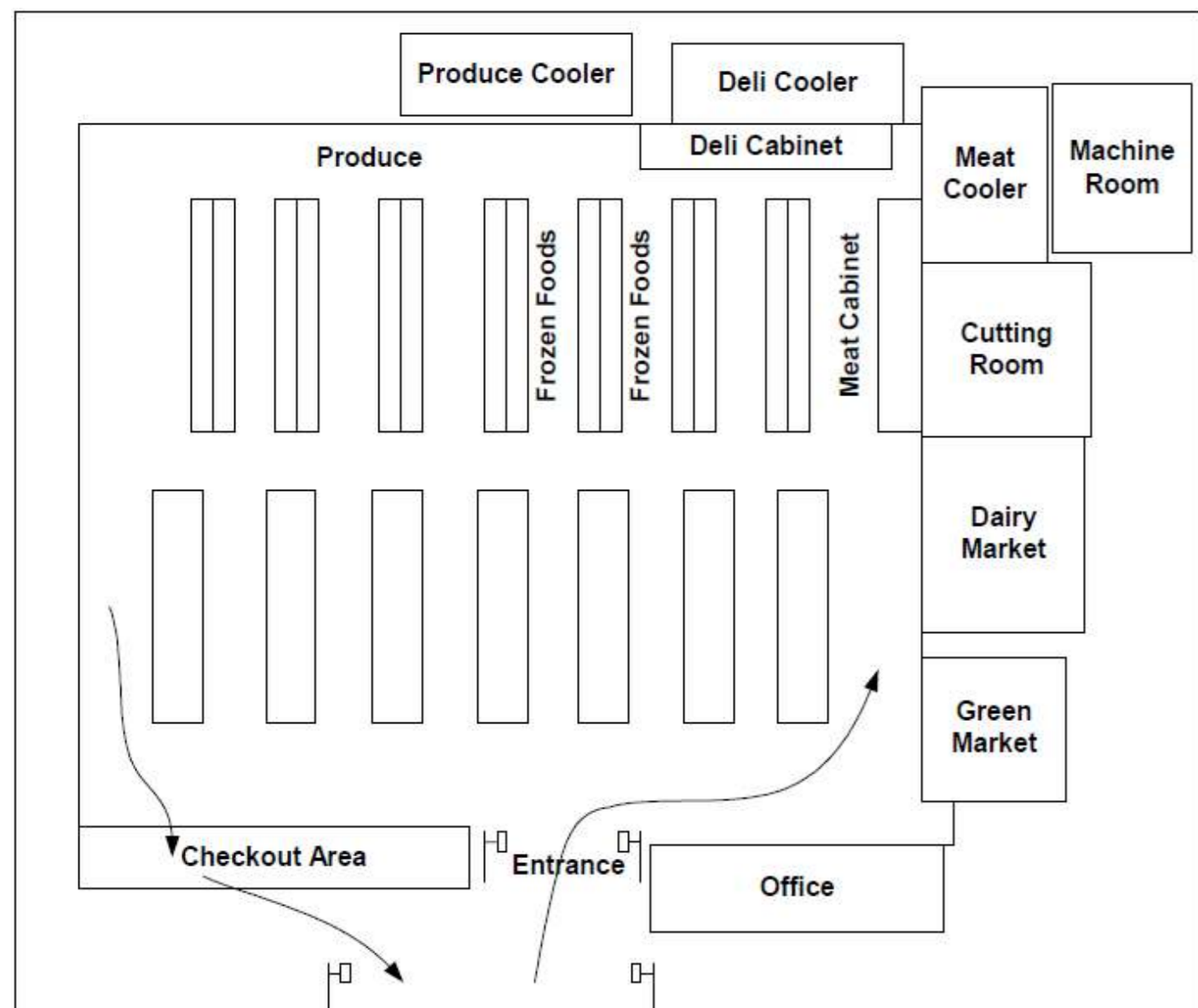
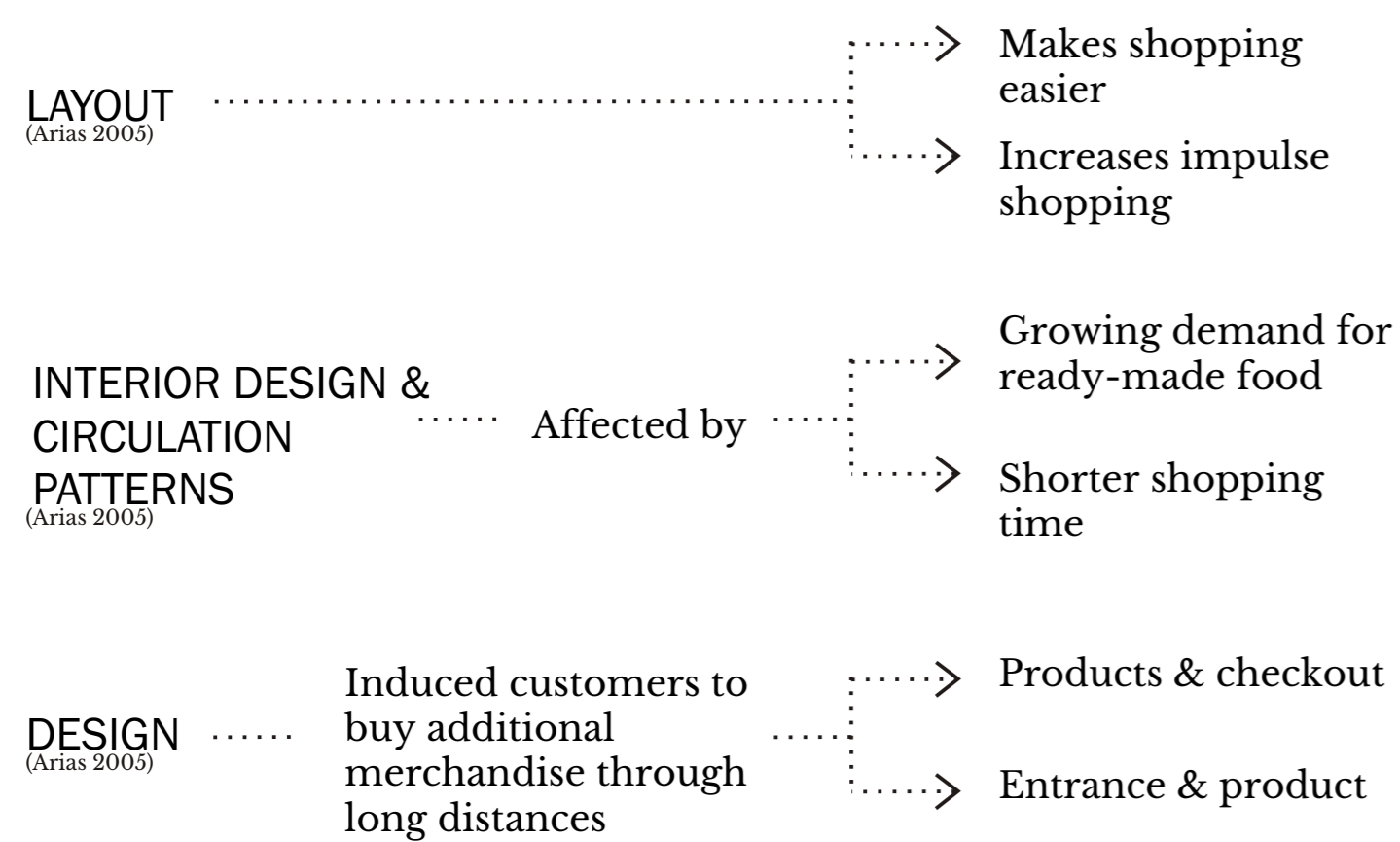


Figure 4.3.1: Traditional supermarket layout (Arias 2005)



SHOPPERS USE ONLY 25% OF THE SUPERMARKET ON AVERAGE: (Harrison 2008)

STORE PERIMETER DROP IN & OUT OF THE AISLES

SHOP COUNTERCLOCKWISE CONSUMERS SPEND MORE

EMOTIONAL PURCHASES

- BABY FOOD
- COFFEE
- AWAY FROM REST OF SUPERMARKET
- PEOPLE STOP & THINK (MIDDLE OF AISLE)

4.3.2 THE SECRET BEHIND THE LAYOUT

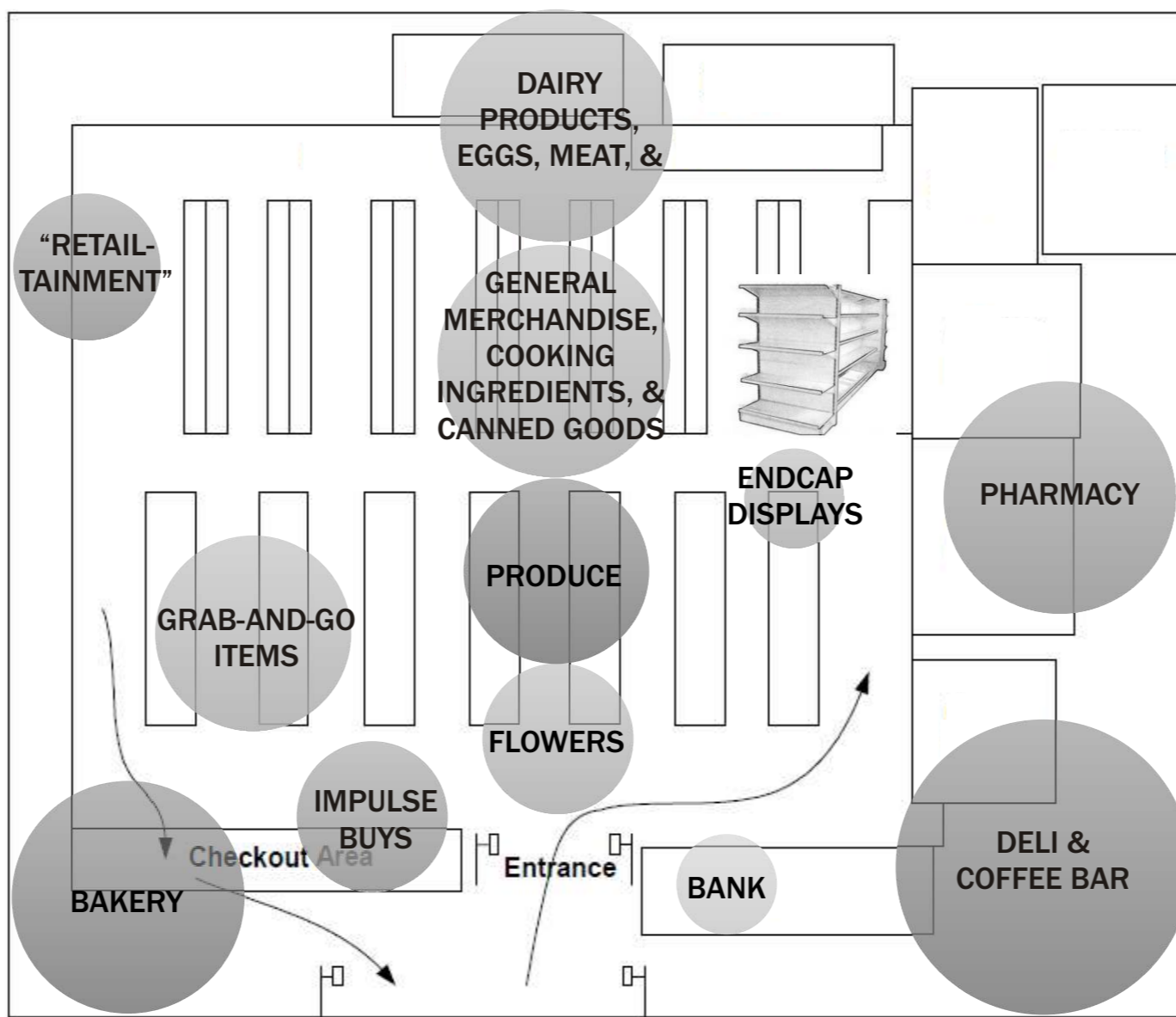


Figure 4.3.2: The secret behind the traditional supermarket layout (from Real Simple 2015)

MAIN AIM: MAX TURNOVER BY INDUCING CUSTOMERS TO BUY ADDITIONAL MERCHANDISE (Arias 2005; Bell & Ternus 2002; Real Simple 2015 and Underhill 2001).

FLOWERS

Just inside the entrance: can enhance the image of a store (consumers walk into something that is pretty, smells great & builds a notion of fresh) (Wendy Liebmann, founder and president of WSL Strategic Retail) (Real Simple 2015).

PRODUCE

Immediately past the flowers: To create a tempting sensory experience (stores need to communicate to shoppers produce is fresh or people won't buy anything) (Liebmann).

PEOPLE SPEND MORE TIME IN THE SUPERMARKET, BECAUSE THEY ARE CONFRONTED WITH THE IDEA THAT IT IS A RELAXED, COMFORTABLE & FRESH PLACE – PEOPLE SPEND MORE MONEY

BAKERY

In corner beyond entrance: The smells make you feel hungry which makes you buy more (Underhill 2000).

GRAB-AND-GO ITEMS (MILK, BOTTLED WATER, SNACKS)

Near entrance: Get back business lost to convenience stores (add section up front) (Mike Tesler, president of Retail-Concepts) (Real Simple 2015).

BANK

Close to the entrance: To get money in the hands of the shoppers (Tesler).

ENDCAP DISPLAYS

End of the aisles: Advertisement for new or popular products (something new or in season - not always discounted) (William Schober, editorial director of Path to Purchase Institute) (Real Simple 2015).

"RETAIL-TAINMENT" (COOKING DEMONSTRATIONS, DISPLAYS, FREE SAMPLES)

Free floating displays lining one of the outside walls: Sampling stations slow you down & expose customers to new products (Real Simple 2015).

DELI & COFFEE BAR

In 1 of the front corners: If you're hungry for lunch you will shop in a hurry (if you can have lunch in store you will stay & relax) (Liebmann).

PHARMACY

On perimeter near the exit: If you're filling a prescription, you need to wait, spend more time & you'll put another item in the basket (Liebmann).

GENERAL MERCHANDISE, COOKING INGREDIENTS, & CANNED GOODS

In the centre aisle: Draw customers deeper into the store & expose them to nonessential items along the way (Real Simple 2015).

DAIRY PRODUCTS, EGGS, MEAT, & OTHER STAPLES

Along the back wall of store: Farthest reaches of the store to expose customers to max product on their 'quick trip' so they will impulsively buy other things (Tesler).

IMPULSE BUYS (CANDY, MAGAZINES, ETC.)

By the registers & exit: Turn waiting time into buying time (most profitable area in store) (Underhill 2001).

SHELF LAYOUT

TOP SHELF

What: Smaller brands, regional brands, gourmet brands.

Why: The items here give "tone and texture" to the shelf layout, helping the supermarket stand out from its competitors (Liebmann).

BULLS-EYE ZONE

What: Best sellers and other leading brands.

Why: Right in your sight line is the best placement, and the manufacturers have to pay for it (Children). Higher-priced items or items with the highest markup are in effective spot (Tesler).

KIDS EYE LEVEL

What: Products with kid appeal.

Why: Kids can react and reach out to a product (Tesler). 10 to 40% more time spent in store if kids come along (Liebmann).

BOTTOM SHELF

What: Store and private-label brands; oversize and bulk items.

Why: People who buy store brands fill their carts with them (Children). Supermarkets use bulk items to compete with warehouses (Liebmann) and bulk items are awkward to store & replace but the bottom shelf (Real Simple 2015)

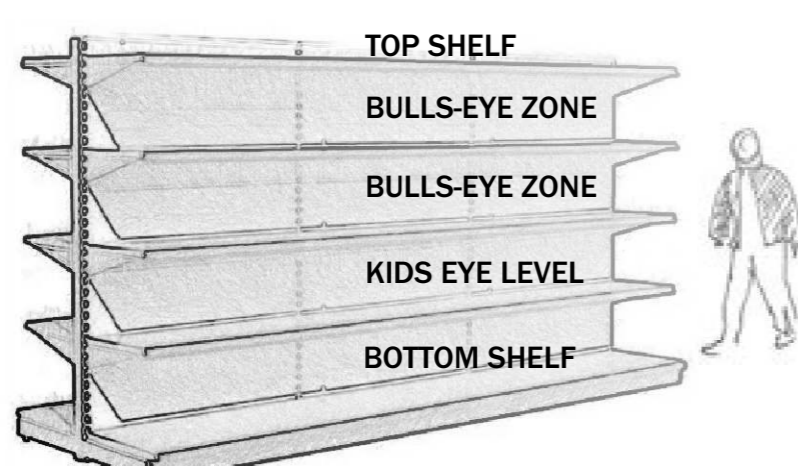


Figure 4.3.2: Gondola shelving diagram (from Real Simple 2015)

4.4 Site Analysis 2

4.4.1 EXISTING SHOPRITE STORE LAYOUT

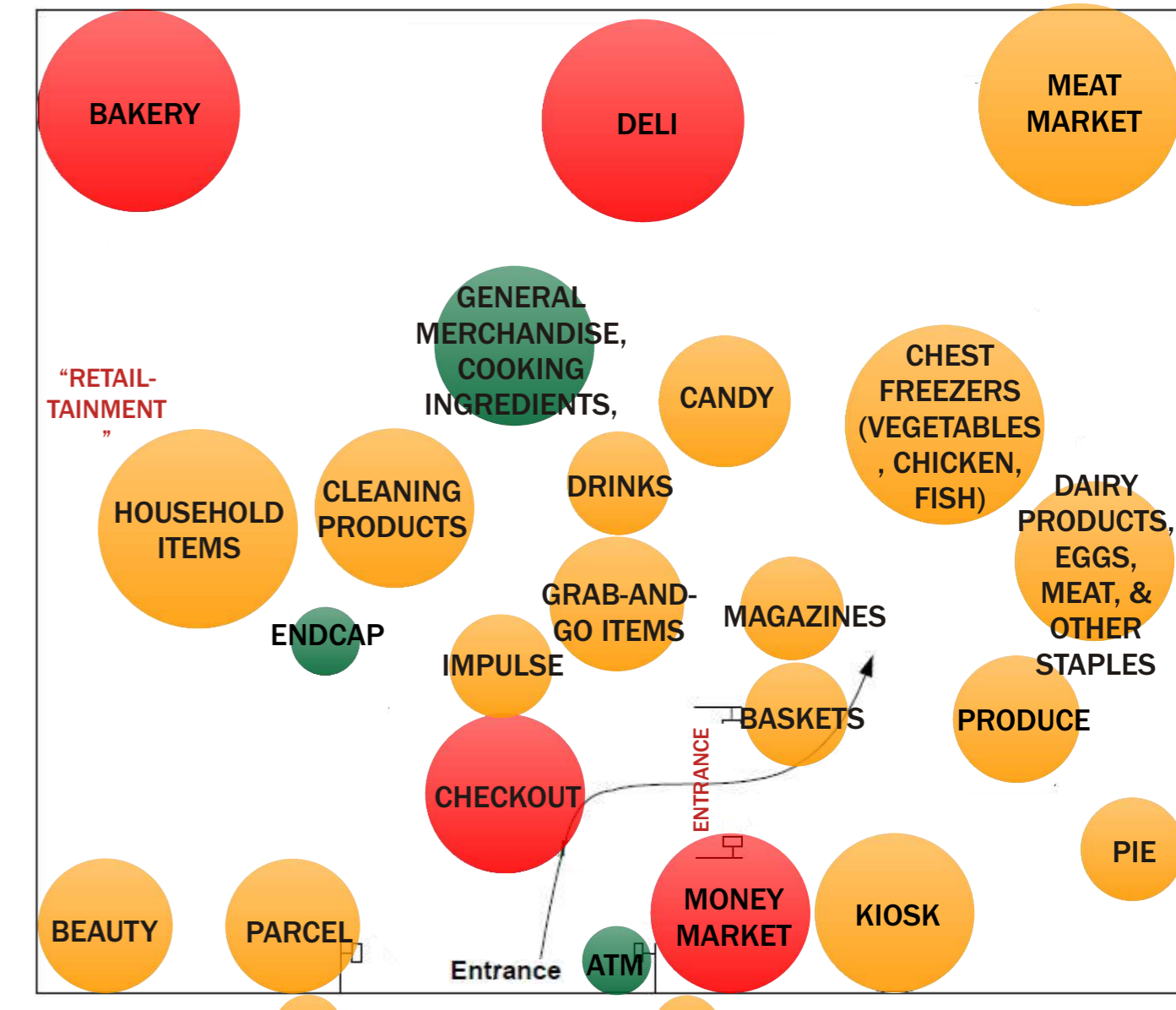


Figure 4.4.1: Positives, okays & negatives of existing Shoprite store layout (Author 2015)

GENERAL STORE POSITIVES

- THE ANCHOR CHAIN HAS NEGOTIATING POWER
- BANKS/ATMS NEARBY
- STORES LOCATED NEAR WHERE PEOPLE WORK
- STORE BUSY DURING LUNCH
- SELLING STARTS BEFORE YOU ENTER STORE (ads in parking lot)
- PARCEL STORAGE (hands free shopping)
- MOST INTERIOR MATERIALS RECYCLABLE
- COMPREHENSIVE RANGE OF HOUSEHOLD ITEMS

GENERAL STORE OKAYS

- STORE LOOKS CHEAP (appropriate yet unsuccessful)
- CHEST FREEZERS INCLUSIVE, CONVENIENT & BEST FOR BULK CHICKEN SOLD (yet uses a lot of energy & takes up a lot of space)
- PRICES MAKE EVERYTHING LOOK LIKE ITS ON SALE (appropriate to low priced products in store yet overwhelming & confusing)

LEGEND

- SHOPRITE POSITIVE
- SHOPRITE OKAY
- SHOPRITE NEGATIVE

4.4.2 COLOUR STUDY

COLOUR USE & COLOUR ASSOCIATIONS

A brand's values are read according to the way they are presented to us visually. What we see and register 1st is colour, names, logos and typefaces. These become a symbol of the brand and its associations (Vaid 2008).

SHOPRITE'S INTERIOR COLOURS & THEIR CONNOTATIONS

INTERIOR
LOGO
PACKAGING
ADVERTISEMENTS



RED
Grabs Attention - MOST NOTICEABLE COLOUR IN THE SPECTRUM (focal points)
Makes you hungry
Confidence
Power
Urgency (max turnover)
Speed (convenience)

WHITE
Order (convenience)
Simplicity (convenience)
Stimulating (comfortable experience)
Cleanliness (enjoyable experience)
Neutrality (flexible)

BLACK

Authority
Power
Control
Comfort
Dignified

YELLOW

Grabs Attention (focal points)
Confidence
Happy (enjoyable experience)
Playful
Energy (productivity)
Makes babies cry

BLUE (not 1 of the brand's prominent colours - additional)

Trust - releases our trust hormones
Security
Productivity
Calm/relaxing
Serene



4.5 Site Analysis 3

INTERIOR COMPONENTS OF FOCUS

AREAS WITH MOST POTENTIAL TO ADDRESS THE PROBLEMS WITHIN THE INTERIOR

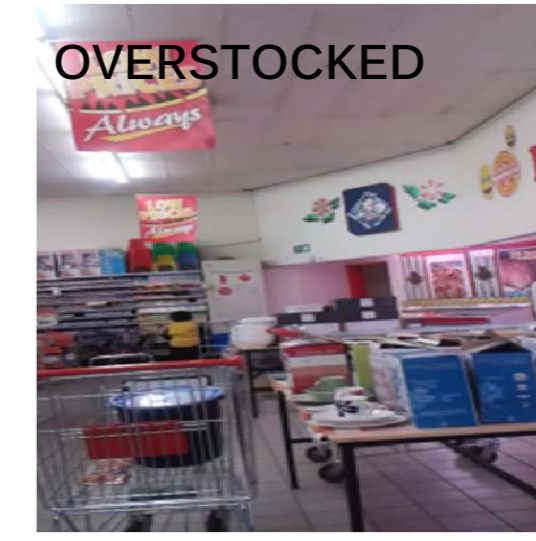
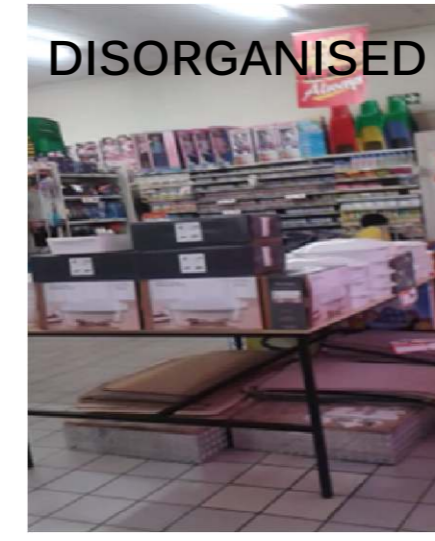
GENERAL EXISTING SHOPRITE STORE PROBLEMS: lack of convenience, consistency & brand identity

EXPERIENCE

- UNPLEASANT
 - UNCOMFORTABLE
 - DIFFICULT
 - TIME CONSUMING
- Little differentiation
 - Disorganised
 - Poor signage
 - No seating
 - Queues too long



Figure 4.5.1: Shoprite store shopping experience (Various sources)



ENTRANCE

- UNWELCOMING
 - GREETED BY
- Trolleys
 - Money Market queue
 - Busy checkout counters



Figure 4.5.2: Shoprite store entrance (Author 2015a)



Figure 4.5.3: Shoprite Money Market (Shoprite 2015g)



Figure 4.5.4: Trolleys and baskets (Various sources)

MONEY MARKET

- INEFFICIENT
- Queues designed to form parallel with entrance/exit
 - No indication of where to queue
 - Queues too long
 - Move too slow

TROLLEYS & BASKETS

- TROLLEYS
 - BASKETS
- Outside or just next to entrance only
 - Blocks entrance
 - Limited options
 - Next to the entrance only
 - Limited options

NAVIGATION

COLOUR

- NO BRAND IDENTITY
 - THEY DON'T CONTROL THE COLOUR IN THE INTERIOR
 - NEUTRAL COLOUR PALETTE (beige, off-white)
 - FLEXIBILITY
- Dull
 - Colour associations not utilised
 - Logo's & ads seem like an afterthought



Figure 4.5.5: Shoprite interior colour use (NG Vibes 2014)



Figure 4.5.6: South African supermarkets colour use (Various sources)

5 Largest retailers in SA: (Buzz SA 2015)

1. Shoprite
2. Pick n Pay
3. Massmart (Makro)
4. Spar
5. Woolworths

NEUTRAL COLOUR PALETTE

- Flexible
- Brand identifiers (Logo's only)
- No prominent store identity
- Insufficient focal points

1. DEPARTMENTS

NO DIFFERENTIATION



- Same colour
- Same font
- Same size font
- Same shape design
- Ineffective focal points
- Little help with navigation



Figure 4.5.7: Shoprite in store departments / mini-destinations (Skyscrapercity 2008)

SIGNAGE

- INEFFECTIVE
- NOT UNIFORM

VISUAL CLUTTER

- Mix Afrikaans & English on 1 sign
- Not always appropriate (no African languages)



Figure 4.5.8: Shoprite store signage (Various sources)



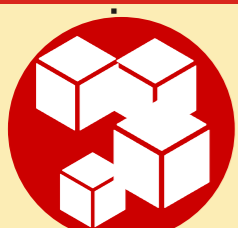
Figure 4.5.9: Shoprite product pricing (Various sources)

PRICING

- OVERWHELMING
- EVERYTHING LOOKS ON SPECIAL
- No designated space for signage



2. AISLES



DIFFICULT TO NAVIGATE

- CONFUSING
- FLEXIBLE

- Difficult to find what you are looking for
- Aisles long & boring
- Poor signage
- Disorganised
- Too much stock



Figure 4.5.10: Shoprite aisle navigation (Various sources)

3. QUEUES & CHECKOUT COUNTERS

- INEFFICIENT
- CONVENTIONAL QUEUEING SYSTEM
- Impulse shopping under-utilised with conventional queueing system
- Blocks flow between aisles
- Queues too long
- Transactions too slow
- Shortage of staff

- EXPRESS COUNTERS
- INEFFICIENT
- Doesn't mean faster: studies show waiting time almost identical to regular checkouts (3.11 min.) [Craig Childress, CEO of Envirosell] (Real Simple 2015)



Figure 4.5.11: Shoprite checkout area (Shoprite Holdings 2014)

LIGHTING

750 LUX REQUIRED (Veelite 2015)

- TOO MUCH UNNECESSARY LIGHTING

- No natural light
- Fluorescent tube lights used for general & accent lighting



Figure 4.5.12: Shoprite artificial lighting (Various sources)

VENTILATION

- No natural ventilation

WATER

- No rainwater harvesting
- No low flow fittings

MATERIALS USE

- RECYCLABLE

- DULL
- PRODUCT DISPLAYS NOT UNIFORM

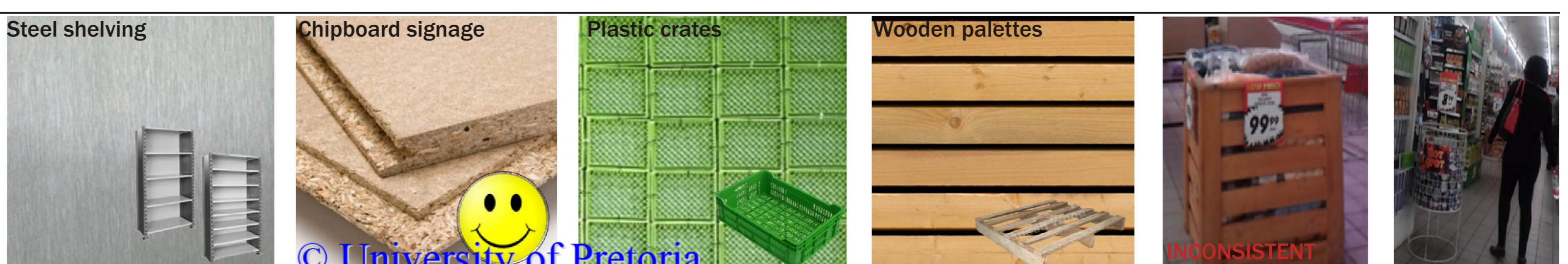


Figure 4.5.13: Shoprite material use (Author 2015b)

As gathered by consumerism theory, SA competition, international precedents & informal retail strategies

APPEAL

STORE

SPACIOUS
WELL LIT
ORGANISED
INVITING

Greeted by the notion of fresh, low prices & convenience

ENTRANCE

Unobstructed to enhance navigation - FOCAL POINTS & FRONT

Appealing to draw customers in - MERCHANDISE THAT APPEALS TO VISUAL MARKET

TRANSITION ZONE
No NB goods
Give time to adjust to light, temperature, siting

OR

Minor on facade to slow people down
Push store out beyond entrance
Large discounted bins to stop customers in their tracks

BASKETS
1st set of baskets to be placed beyond transition zone

LEFT
DRIVE ON THE LEFT SIDE OF THE ROAD IN SA - IMPROVE EXPOSURE TO MOST NB GOODS

LEFT FROM BEHIND ESTATE
BASKETS SM FROM TOP
COUNTERS OUT OF SIGHT
TRANSITION ZONE
ENTRANCE

MONEY MARKET

QUEUE SHOULD BE OUT OF SITE OF ENTRANCE
SHOULD NOT BLOCK ENTRANCE

Indicate where to queue

Providing seating

CHECKOUT COUNTERS

EVEN LONGER

MAKE DESTINATION IN STORE THEN NOT CONVENIENT

COMMUNAL QUEUE SYSTEM

Provide merchandise as entertainment

SHRINKAGE

Queues define the shoppers opinion on the overall service (less than 2min. waiting time is ideal) (Underhill 2000)

COMMUNAL QUEUEING SYSTEM

ADVANTAGES OUTWEIGH THE DISADVANTAGES
(Supermarket & Retailer 2009)

ADVANTAGE

- Increases impulse sales
- Speeds up processing customers
- Improves cashier productivity
- Enables you to schedule cashiers more effectively
- Better atmosphere between cashiers & makes them happier
- Kills sweethearting (loss through employee theft at the cash register)
- Protects products from shrinkage (loss of inventory due to employee theft & shoplifting)

DISADVANTAGES

- Loss of gondola space (3 drops max)
- Some shoppers are put off shopping if queue is too long
- Not suited to large month-end pantry load shopping (Makro proved this wrong)

CHECKOUT COUNTER

CONNECTION BETWEEN CLIENT & SERVICE PROVIDER
VITAL FOR CUSTOMER SATISFACTION

Checkout counters organised for fast & effective checkout

ORGANISED

Clear numbering

Price clear to customer

Space for trolley

Space for basket

Access to restrooms

Damage barrier

Access arm

CONVENIENCE

NAVIGATION

FOCAL POINTS

SIGHTLINES

COLOUR

CONSISTENT BRAND PRESENTATION
Reinforce high thought elements

DIFFERENTIATION BETWEEN AREAS
CONTROL COLOUR USE

CONTROL INTERIOR COLOUR USE
Challenge neutral colour palette as only way to achieve flexibility

NEUTRAL

FRESH & HEALTHY

DESTINATIONS

DIFFERENTIATION
COLOUR
SHAPE
SIZE

SIGNAGE

DESIGN
Uniform
Clear/ Obvious
Simple text

Variation in font & size makes reading & differentiation easier
Images over text

PLACEMENT IN SIGHT OF THE SHOPPER
(don't have to turn your head sideways)

ENOUGH TIME TO READ THE SIGN
Control advertisements or does not understand English very well
- SA 11 official language

UNIVERSAL (target market illiterate or does not understand English very well - SA 11 official language)

SYMBOLS

LOCKER

CHECKIN

ACCESS

SPACIOUS MOVEMENT

COMPACTNESS
HARMONY IN NATURE

PRODUCT GROUPING

COMFORT

LIGHTING

DAYLIGHT HARVESTING

SOLAR CONTROLLED GLAZED FACADES

LED LIGHTING

Lighting which enhances the products so the thy look their best

- produce
- meats
- cheese

EXPLORE REFLECTION
(to enable light to penetrate deeper into the spaces)

SEATING

COMFORT
Impression that brand cares about its customers

TROLLEYS & BASKETS

Most people use a basket when they shop.

Place baskets in various locations throughout the store (encourage customers to use) - buy more (Underhill 2000)

OPTIONS ALLOW:
Convenience
Comfort
Personal item storage
Sales increase

ERGONOMICS

Ergonomic equipment and design of space that promotes well being, efficiency and effectiveness.

Comfortable heights

Enhance productivity of staff

LOW COST

MODIFY EXISTING

FINISHES
Repairing existing fridges - enhance atmosphere

EXISTING MATERIALS RE-IMAGINED

Re-imagine typical gondola

MATERIAL USE

Similar materials to Shoptrite with quality finishes & luxurious colours

RE-USE & RECYCLE

Shoptrite is replacing wooden crates with reusable plastic crates (Shoptrite Holdings 2014)

Opportunity to reuse wooden crates in interior (FRESH PRODUCE SECTION)

FLEXIBILITY

MAINTAIN IDENTITY
Design adaptable to different sized stores

Objects able to move around store (signage, shelving)

WALLS

BAKERY
Displays designed to give area & products "fresh-baked from scratch look" through arranging breads and other bakery items on several levels in an assortment of "country style" woven reed baskets, accented with rustic napkins.

FOCAL FIXTURE

Visual impact through floor-to-ceiling library-style fixture

Variety of shelving options

STORE FURNISHINGS

Fixtures to support innovative merchandising concepts

Theme & materials NB

WHAT MAKES PEOPLE NOTICE MERCHANDISE

1. Endcaps (impulse sales)
2. Shelf signs
3. Packaging

Provide tables for cross merchandising

GRAPHICS

Bright floor-to-ceiling graphics enhance store atmosphere & prevent wasted retail space

Navigation

MODIFY INTERIOR COMPONENTS

(Bell & Ternus 2002)

GONGOLA FIXTURES

ENHANCE BORING AISLES

Cost-effective & flexible signage with interesting graphics along entire run of gondola, spacing signs at intervals, create in-line focal points

Column navigation

ENHANCE BASIC GONDOLA TO CREATE DESTINATION

Custom wood finishes & a grid fixture that supports graphics

DRAW ATTENTION TO SPECIFIC AREA

Intriguing floor patterns

Unintimidating - human scale

2-SIDED

CUSTOM MADE FIXTURES

Accentuate colour of produce and packaged goods, with black ledges around table fixtures

Replace standard fixture bumper guards/ crash rails that protect fixtures from damage by trolleys with decorative stainless steel rails

Emphasise natural products with plain border

DESTINATIONS

Series of interconnected shops (bakery, butchery, produce shop)

Create exciting environment

29 CHAPTER 04 Figure 4.6.1: Guidelines for how to improve a supermarket's appeal (Various sources)

Figure 4.6.2: Guidelines for how to improve convenience within a supermarket (Various sources)

Figure 4.6.3: Guidelines for how to improve comfort within a supermarket (Various sources)

Figure 4.6.4: Guidelines for keeping remodelling costs low (Various sources)

Figure 4.6.5: Guidelines for improving existing supermarket fixtures (Various sources)

Figure 4.6.6: Guidelines for improving existing supermarket fixtures (Various sources)

4.7 Interior Design Strategies 2: Look & Feel

4.7.1 Brand Identity Deli

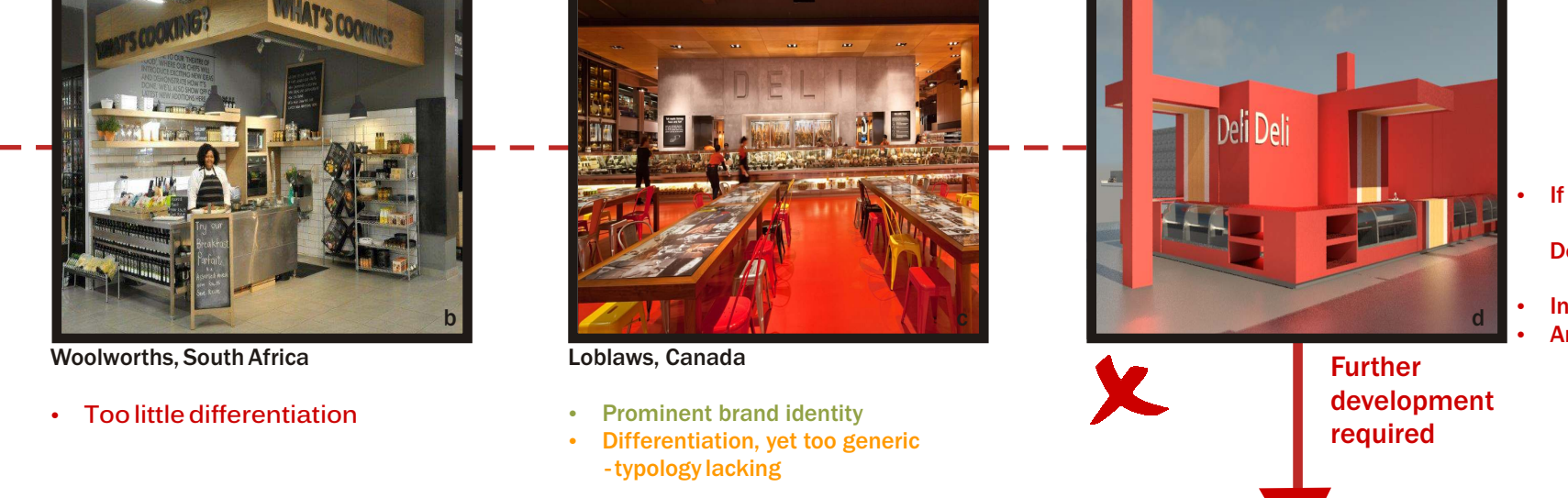


Existing Shoprite Destinations

NO DIFFERENTIATION BETWEEN DEPARTMENTS
• Same colour
• Same shape
• Same design

*Refer to page 33 & 35 to compare the departments

SA SUPERMARKETS INTERNATIONAL SUPERMARKETS 1st GENERIC PROPOSAL



Woolworths, South Africa
• Too little differentiation

Loblaws, Canada
• Prominent brand identity
• Differentiation, yet too generic
• Typology lacking

1st GENERIC PROPOSAL
• If name removed - doesn't speak Deli
• Development required (layering the design):
• Interpret theory
• Analyse & dissect typology - so it speaks the correct language

PRECEDENT STUDIES: CONTEMPORARY INTERPRETATION



In order to create differentiation between the different departments, to enhance navigation in store, a typology study was done.
This was to make them instantly recognisable without the need of signage.

Typology study

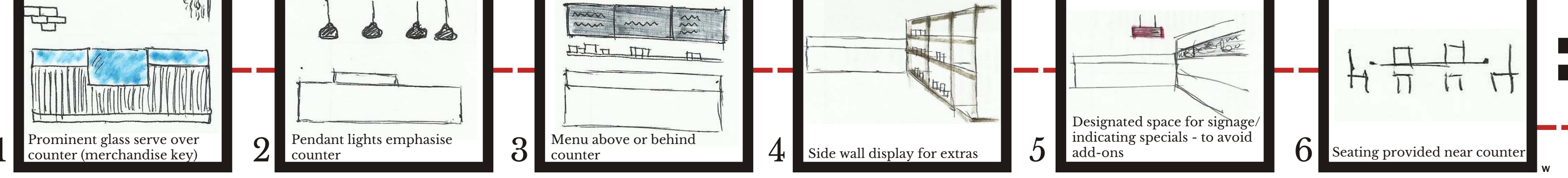
This was compared to the strategies used by informal retailers such as street vendors to keep the design locally relevant.

Informal retail in SA inspiration



Barrier used for display of merchandise
Permanent structure to impede vendor stand-out
Overhead element protect food from sun
Bold, colourful, clear branding & signage

MAIN SPACE DEFINING ELEMENTS



Preparation rarely visible

COLOUR	White	Black	Turquoise
MATERIALS	Glass	Ceramic	Wood
LIGHTING	Task	Atmospheric	Pendant
DISPLAY FIXTURES	Fridges/ glass (on or in counter)	Tables	Shelves
DISPLAYS	Elaborate ham displays	Extras in shelves/baskets/ crates (bottled/ boxed products, wine)	Chopping boards sold/ used for display
LABELS	Price visible	Items clearly labeled	Understandable description (so customer knows what is in food)
VISIBLE MACHINERY	Coffee machine	Microwave	Ham slicer
PACKAGING	Plastic wrap	Polystyrene	Ceramic plates
PLUMBING	Nearby basin		

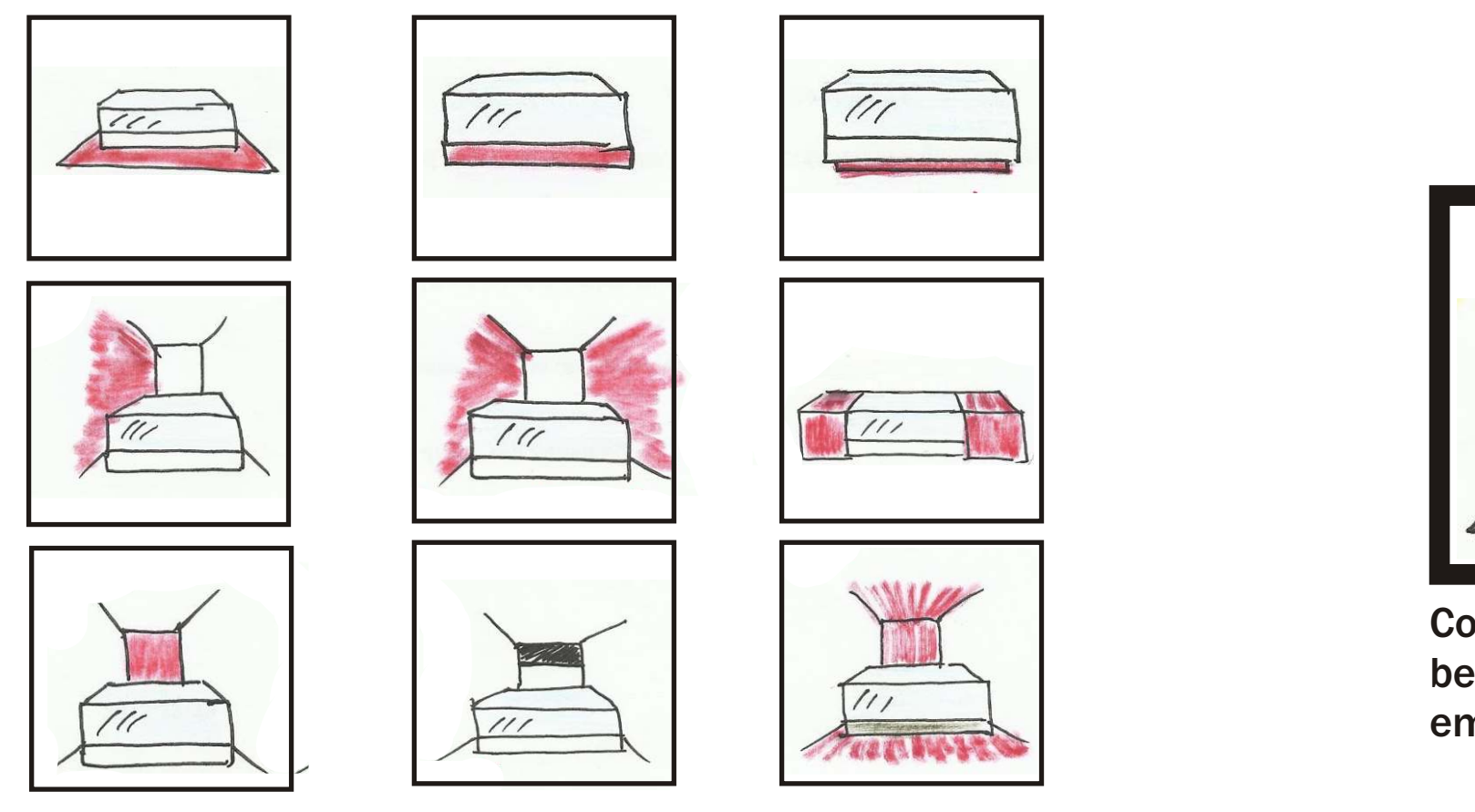
What target market relates to

Interiorising the brand

Bright, dynamic & positive communication	Instantly recognisable	Tap into local, relevant experiences	Brand that makes their lives easier
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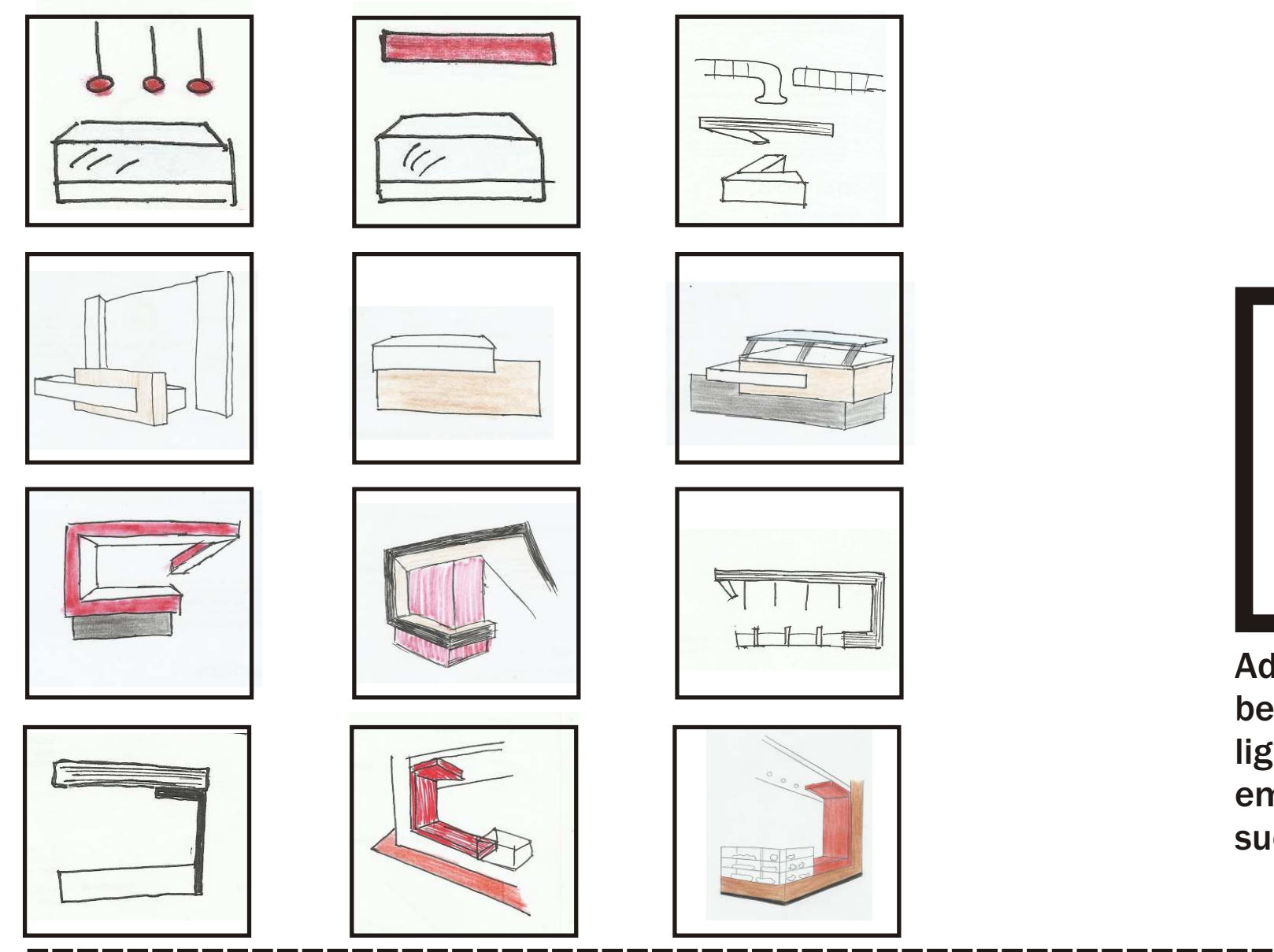
COLOUR	There should be a bold use of the brand's prominent colour Red: Shoprite's prominent colour Most noticeable colour in the spectrum - Makes you hungry - Entrance should grab attention (invite customers in)	Wood to represent yellow Subtle touches of yellow	HYGINIC NEUTRAL UNDER-STATED
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How to best emphasise counter:



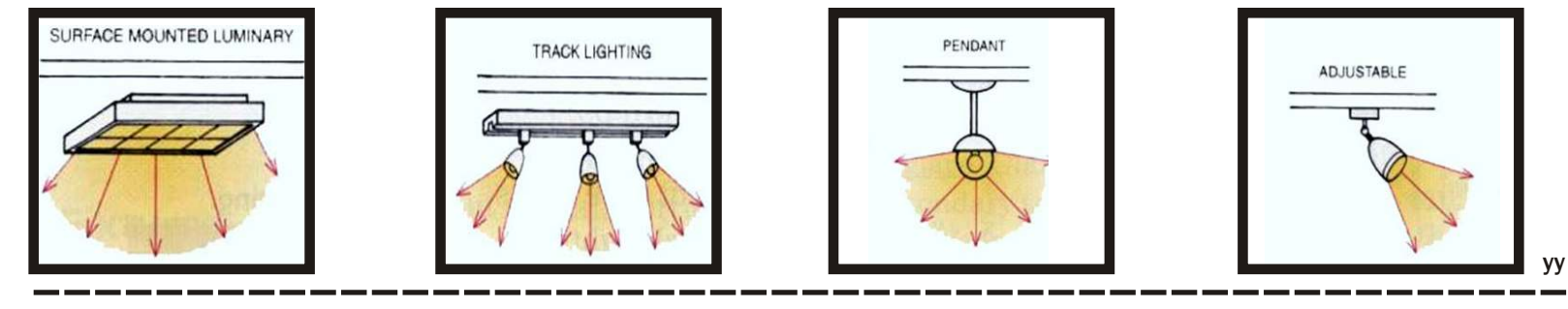
Colour above and below counter best emphasis the counter

SHAPE	SQUARE • There should be 1 dominant shape used in all design elements • Relates to Shoprite logo • Dominant shape • Powerful • Instantly recognisable	Rounded edges VS Straight edges (cheaper)(flexible)
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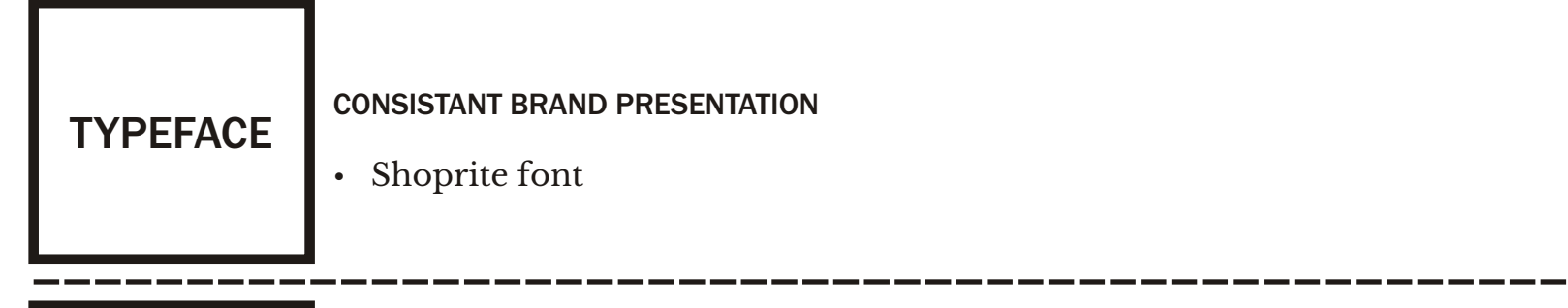


Add suspended ceiling because pendants lights not sufficient to emphasise counter in such a big space

LIGHTS
• Lighting should provide an appropriate atmosphere
• Bright, cool, shadow-free light which speaks 'value for money'
• Accent lighting to highlight main feature (counter/ merchandise)



GRAPHICS
• Graphics should be good, clear, simple
• Universal
• Informal retail inspired



TYPEFACE
CONSISTANT BRAND PRESENTATION
• Shoprite font

MOVEMENT
SIMPLE/ CONVENIENT PRODUCTIVE FUNCTIONAL
• Designated pay point
• 2 serve over areas

MATERIALS
• Speak value
• Warm & inviting to enhance atmosphere
• Sustainable
• Healthy
• Low maintenance
• Acoustics

SENSES
• Sight
• Smell
• Taste
• Hear
• Feel

CONSISTENCY THROUGHOUT STORE: REPETITION OF THESE ELEMENTS

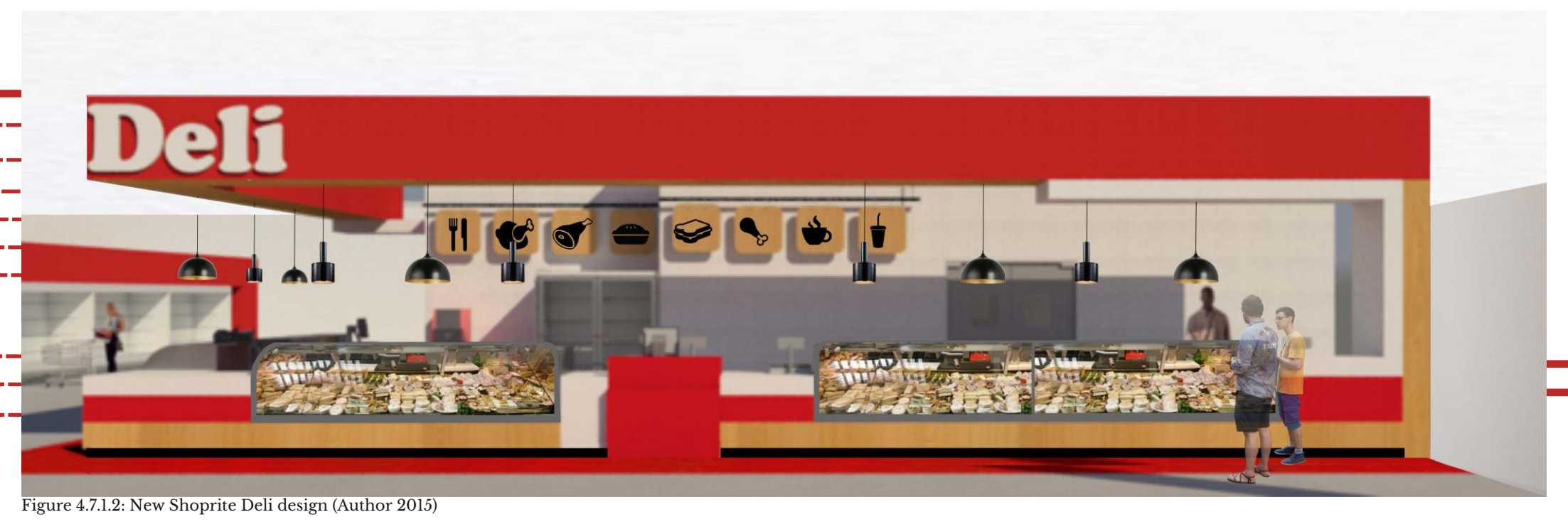


Figure 4.7.1.2: New Shoprite Deli design (Author 2015)

Figure 4.7.1.1a: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1b: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1c: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1d: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1e: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1f: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1g: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1h: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1i: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1j: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1k: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1l: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1m: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1n: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1o: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1p: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1q: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1r: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1s: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1t: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1u: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1v: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1w: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1x: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

Figure 4.7.1.1y: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

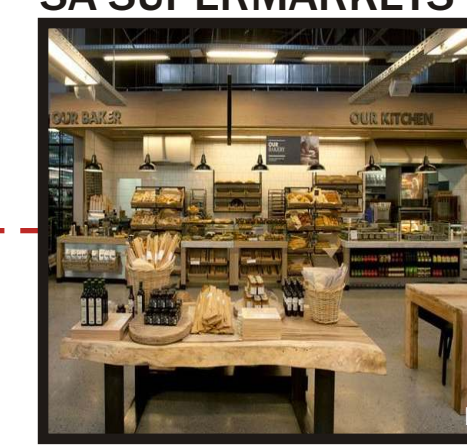
Figure 4.7.1.1z: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Deli (Various sources)

4.7.2 Brand Identity

Existing Shoprite Destinations



SA SUPERMARKETS



Typology of bakery okay

INTERNATIONAL SUPERMARKETS

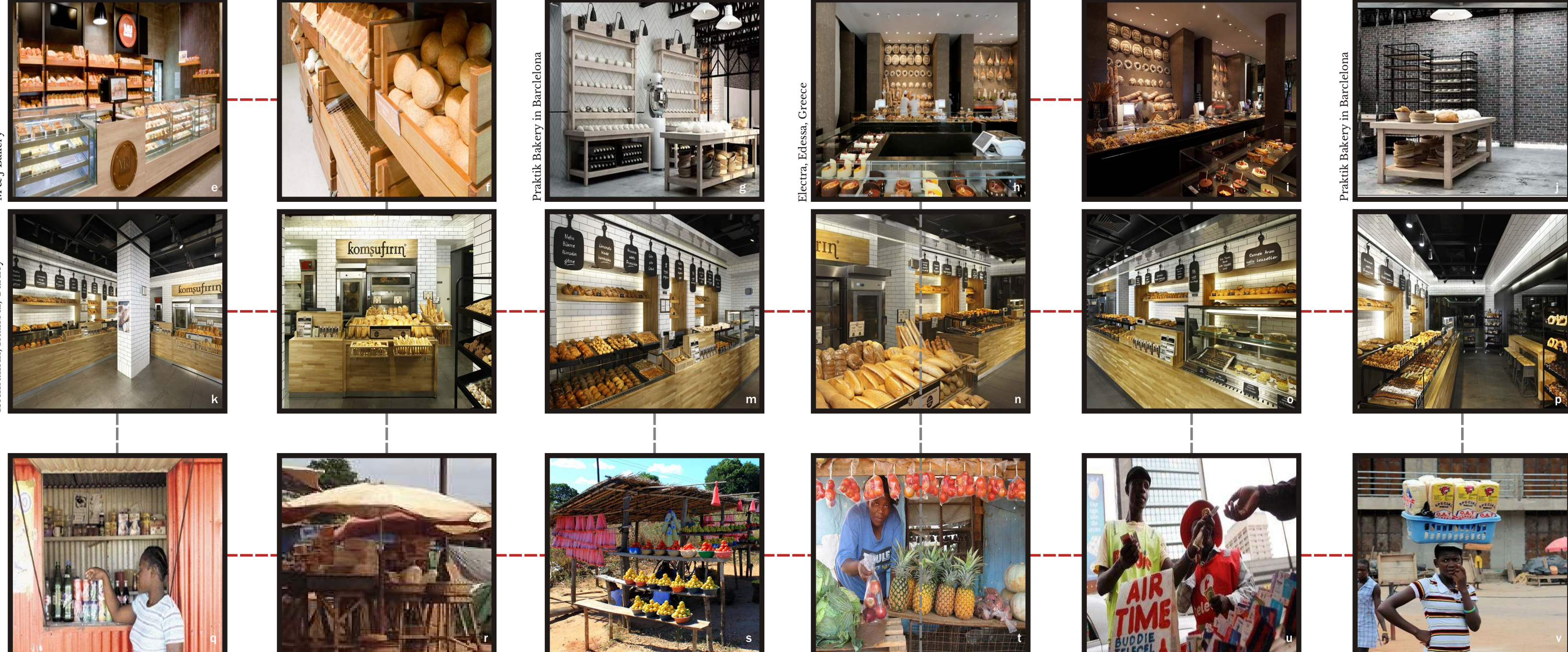


1st GENERIC PROPOSAL



Further development required

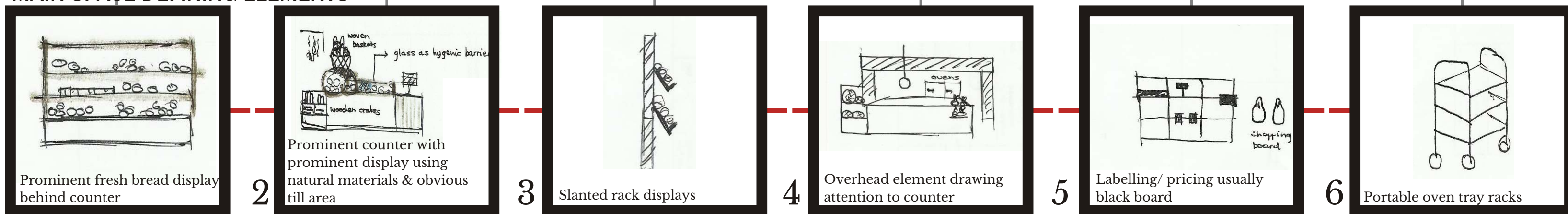
PRECEDENT STUDIES: CONTEMPORARY INTERPRETATION



+ Typology study

+ Informal retail in SA inspiration

MAIN SPACE DEFINING ELEMENTS



= Preparation not always visible

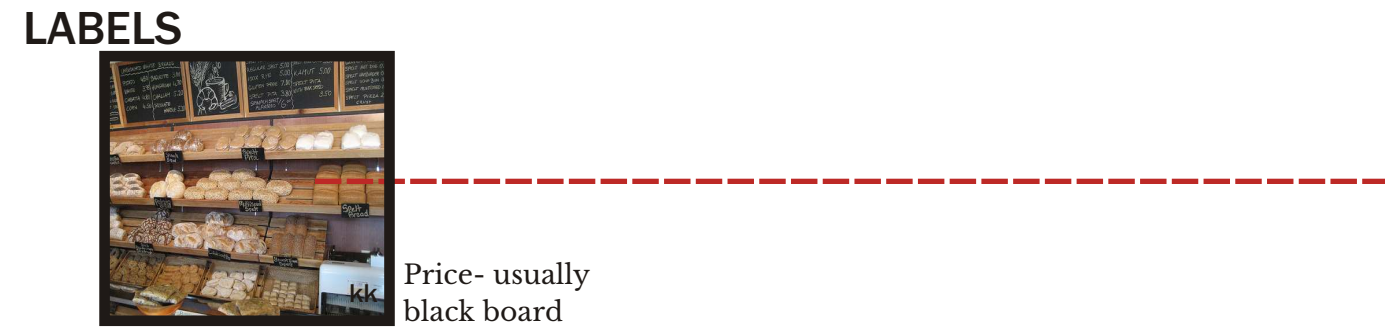
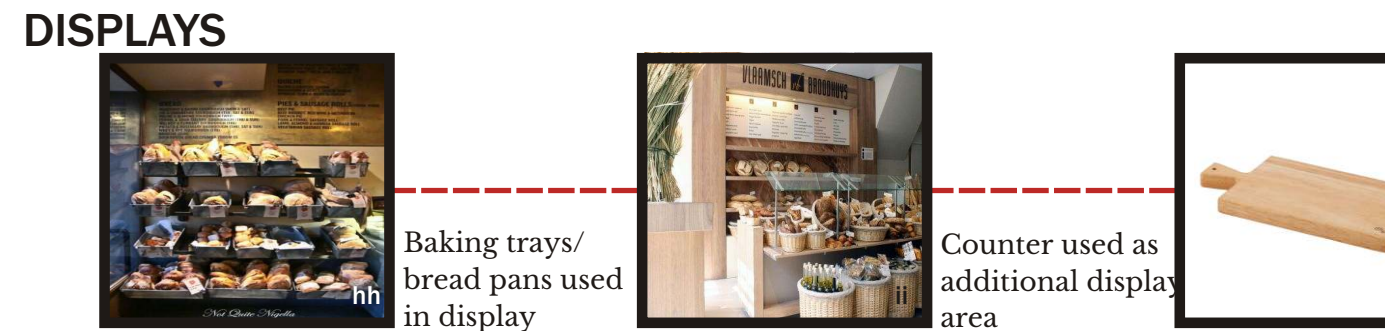
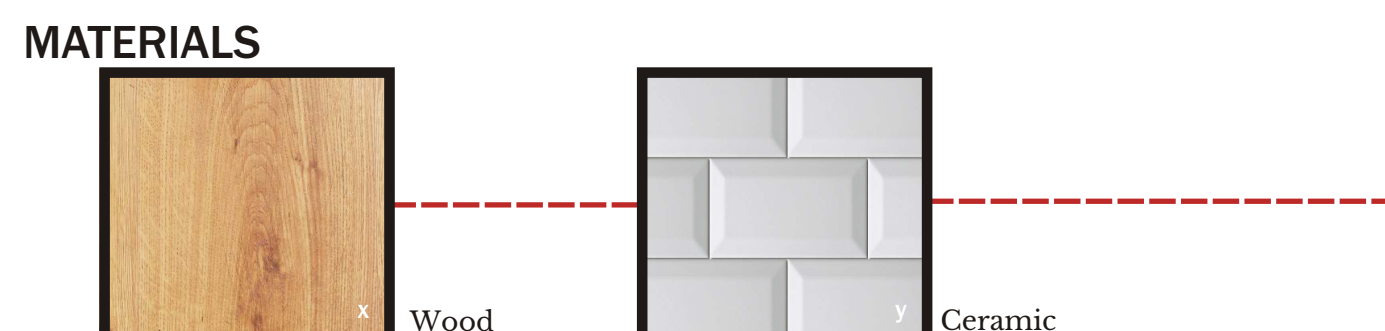
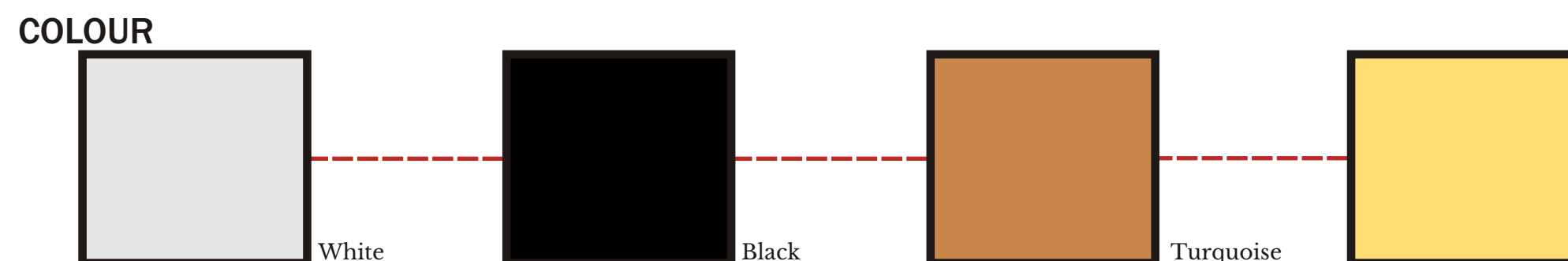


Figure 4.7.2: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (Various sources - edited by author)

SOURCES

- * Please note: As indicated, the visual diagram (figure 4.7.2.1) is compiled from the top left on page 33, and should be read from left to right then top to bottom as the images are referenced alphabetically.
- Figure 4.7.2.1a: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (Skyscrapercity 2008)
- Figure 4.7.2.1b: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (MIDDLETON GROUP. 2015. Woolworths Nicelway Grocery Store, South Africa. Available at: <http://middletongroup.co/blog/10-retail-display-designs-we-love/> [Accessed 05 October 2015].)
- Figure 4.7.2.1c: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (Retail Design Blog 2014)
- Figure 4.7.2.1d: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (Author 2015)
- Figure 4.7.2.1e-f: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (MORRISSEVALICO. 2015. Eat. Available at: <http://www.morrissevalico.com/portfolio-page/m-bakery/> [Accessed 05 October 2015].)
- Figure 4.7.2.1g: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (THE COOL HUNTER. 2014. The Rise of The Designer Bakery. Available at: <http://www.thecoolhunter.net/article/detail/2014/the-rise-of-the-designer-bakery> [Accessed 05 October 2015].)
- Figure 4.7.2.1h: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (RETAIL DESIGN BLOG. 2012. Komsul's bakery by Autoban. Available at: <http://retaildesignblog.net/2012/04/13/komsul-bakery-by-autoban/> [Accessed 05 October 2015].)
- Figure 4.7.2.1i: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (MYSIRG, A. 2013. Development, politics, competition and bread: Lessons from South Africa. Available at: <http://blogs.worldbank.org/psd/development-politics-competition-and-bread-lessons-from-south-africa> [Accessed 05 October 2015].)
- Figure 4.7.2.1j: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (MILLER, R. 2014. NB Health Care. Available at: <http://nextbillion.net/healthy-foods-and-new-jobs-part-2/> [Accessed 05 October 2015].)
- Figure 4.7.2.1k: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (THERON, K. 2015. Northern Mozambique - Beautiful But Inhabitable. Available at: <http://blog.tracksafrica.co.za/category/mozambique/> [Accessed 05 October 2015].)
- Figure 4.7.2.1l: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (PRICE TRAVEL. 2015. Puesto de frutas en Puerto Elizabeth. Available at: <http://www.pricetravel.com.mx/puerto-elizabeth> [Accessed 05 October 2015].)
- Figure 4.7.2.1m: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (REUTERS AFRICA. 2014. A desperate moonlight economy in Zimbabwe's Sunshine City. Available at: <http://af.reuters.com/article/topNews/idAFK6N0P00M20140403> [Accessed 05 October 2015].)
- Figure 4.7.2.1n: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (MYSIRG, A. 2013. Development, politics, competition and bread: Lessons from South Africa. Available at: <http://blogs.worldbank.org/psd/development-politics-competition-and-bread-lessons-from-south-africa> [Accessed 05 October 2015].)
- Figure 4.7.2.1o: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (Author 2015)
- Figure 4.7.2.1p: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (ArtWallpaperH 2011)
- Figure 4.7.2.1q: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (imgarcade 2015)



Figure 4.7.2.2: New Shoprite Bakery design (Author 2015)

- Figure 4.7.2.2i: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (CLARK, J. 2015. Colette. Available at: <http://www.jacquelynclark.com/2015/02/13/eating-my-way-through-toronto/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1a: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (ARCHIVE. 2015. Brand. Available at: <http://www.architecturalstudio.com/brand/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1b: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (ARCHLOVERS. 2012. Kogias Bakery. Available at: <http://www.archlovers.com/projects/73381/kogias-bakery.html> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1c: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (IDER. 2015. Adriano Zumbo pâtisserie by Luchetti Kirelli, Sydney. Available at: <http://ide427.isstory.com/?page=144> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1d: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (VANDA, M. 2013. Dèpanneur | New York. Available at: <https://www.pinterest.com/pin/3307399698931121/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1e: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (DECORATION OF HOME. 2015. Inviting Bakery Design in France by Cruz, R.S.: Boulangerie Gourmande. Available at: <http://decorationofhome.net/home-decorating-styles/inviting-bakery-design-in-france-by-cruz-s-boulangerie-gourmande/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1f: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (HELIR. 2012. Markt Amstardam, Haarenmerst. Available at: <http://hdp.nl/projecten/markt-haarenmerst-amstardam/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1g: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (BALLON. 2014. Wafrose_cw_food_1. Available at: <https://www.pinterest.com/pin/333547916126586005/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1h: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (NOT QUITE NIGELLA. 2015. Bourke Street Bakery At Night, Potts Point. Available at: <http://www.notquitenigella.com/2015/01/15/bourke-street-bakery-at-night-potts-point/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1i: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (VLAAMSCH VB BROODHUIS. 2015. Elandsgracht. Available at: <http://www.vlaamschbroodhuis.nl/index.php/gb/page/elandsgracht/laal/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1j: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (Royal Dutch. 2015)
- Figure 4.7.2.2.1k: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (ONLY HERE FOR THE FOOD. 2008. More Bakery than Cafe: Breadland Organic Whole Grain Bakery. Available at: <http://www.onlyherethereforthefood.ca/2008/05/08/more-bakery-than-cafe-breadland-organic-whole-grain-bakery/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1l: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (CRAFTHUBS. 2015. French Bakery. Available at: <http://www.crafthubs.com/french-bakery-18929/> [Accessed 05 October 2015].)
- Figure 4.7.2.2.1m: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Bakery (ANDREA. 2012. Seoree Village: Seoul's 'Little France'. Available at: <http://www.world-walk-about.com/northern-asia/seoree-village-seouls-little-france/> [Accessed 05 October 2015].)

4.7.8 Brand Identity

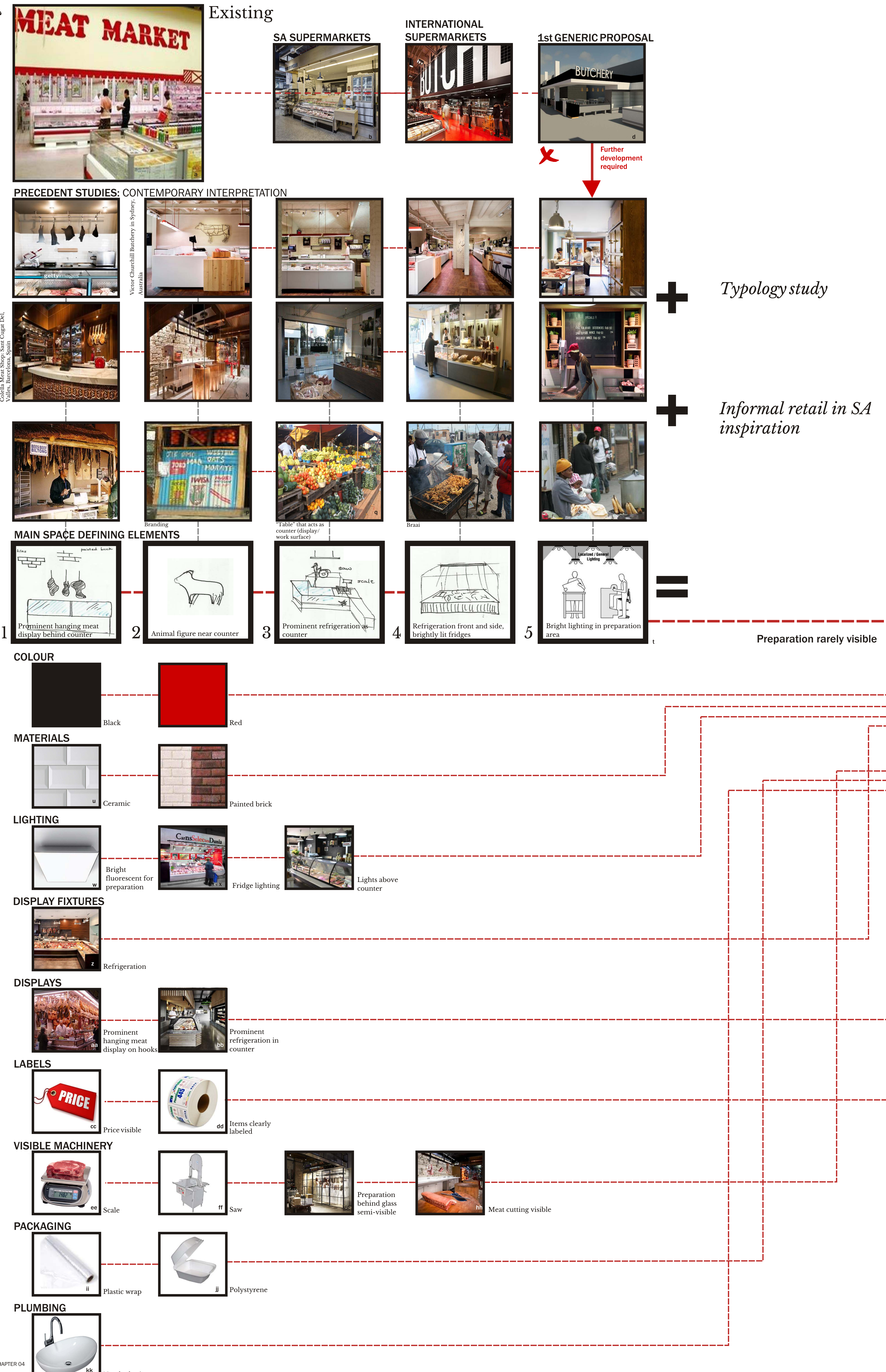


Figure 4.7.8.1: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Various sources)

SOURCES

* Please note: As indicated, the visual diagram (figure 4.7.3.1) is compiled from the top left on page 33, and should be read from left to right then top to bottom as the images are referenced alphabetically.

- Figure 4.7.3.1a: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Skyscrapercity 2008)
- Figure 4.7.3.1b: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Hagedorn 2014)
- Figure 4.7.3.1c: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Retail Design Blog 2014)
- Figure 4.7.3.1d: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Author 2015)
- Figure 4.7.3.1e: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, OFFSET. 2015. Consumption - Interior of a butcher shop. Available at: <http://www.offset.com/search/consumption> (Accessed 05 October 2015).
- Figure 4.7.3.1f: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, HOMIFY. 2015. Carniceria Corella. Available at: <https://www.homify.com.mx/projects/2576/carniceria-corella> (Accessed 05 October 2015).
- Figure 4.7.3.1g: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, BOX SEVEN DESIGN. 2011. Retail design, a consumer advocate and a butcher's shop. Available at: <http://box7design.squarespace.com/irish-interior-design-blog/2011/2/10/retail-design-a-consumer-advocate-and-a-butchers-shop.html> (Accessed 05 October 2015).
- Figure 4.7.3.1h: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, SCHIPPERDOWESARCHITECTUR. 2015. Stager's Hengelo [interieur]. Available at: http://www.schipperdouwearchitectuur.nl/projects/project/79/Stager's_Hengelo/ (Accessed 05 October 2015).
- Figure 4.7.3.1i: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, RETAIL DESIGN BLOG 2014. Butcher Boys by TDC&Co., Vanderbijl Park - South Africa. Available at: <http://retaildesignblog.net/2014/09/22/butcher-boys-by-tdcc-vanderbijl-park-south-africa/> (Accessed 05 October 2015).
- Figure 4.7.3.1j: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, SOUTH AFRICAN TOURS AND TRAVEL. 2015. Billong, cured and dried meat, a favourite snack with all South Africans. Available at: <http://www.south-africa-tours-and-travel.com/food-in-south-africa.html> (Accessed 05 October 2015).
- Figure 4.7.3.1k: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Freddie 2012)
- Figure 4.7.3.1l: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, BUSINESSPME. 2015. Africa market. Available at: <http://www.businesspme.com/photos/360139/africa-market.html> (Accessed 05 October 2015).
- Figure 4.7.3.1m: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, FROST ILLUSTRATED. 2015. South Africa loses 'chicken war' with U.S., opening way to cheap imports. Available at: <http://www.frostillustrated.com/2015/06/> (Accessed 05 October 2015).
- Figure 4.7.3.1n: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, TIMES LIVE. 2012. Hawkers trash city streets. Available at: <http://www.timeslive.co.za/timeslive/2012/08/23/hawkers-trash-city-streets> (Accessed 05 October 2015).

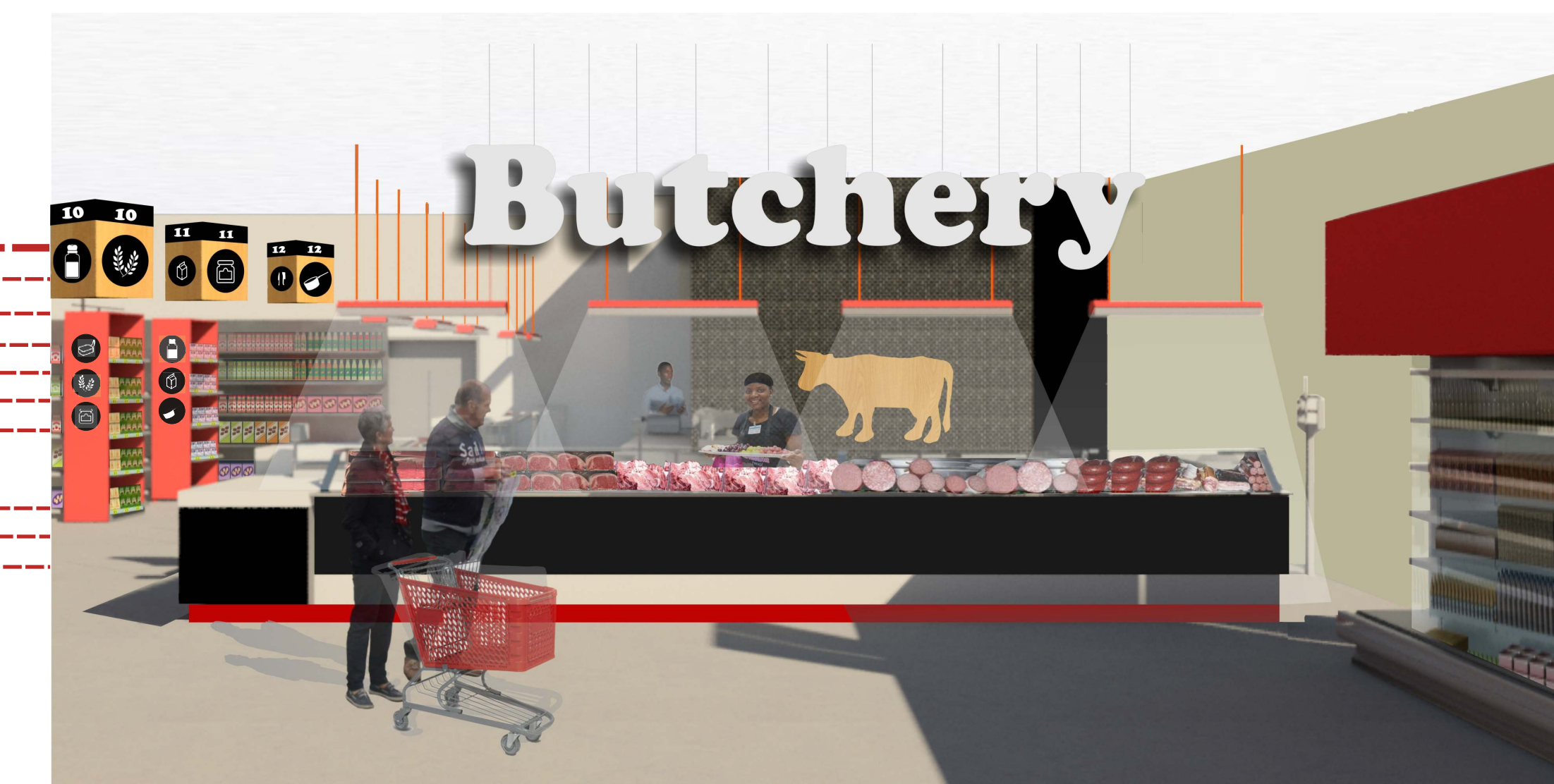


Figure 4.7.3.2: New Shoprite Butchery design (Author 2015)

- Figure 4.7.3.1a: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Author 2015)
- Figure 4.7.3.1b: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (imgarcade 2015)
- Figure 4.7.3.1c: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, MANOR WORKS. 2011. Is it a good idea to paint brick? Available at: <http://www.manorworks.com/blog/is-painting-brick-a-good-idea/> (Accessed 05 October 2015).
- Figure 4.7.3.1d: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, ELECTRO MATIC. 2015. Indoor 2x2 LED Troffers. Available at: <http://www.emplighting.com/Products/Indoor-2x2-LED-Troffers> (Accessed 05 October 2015).
- Figure 4.7.3.1e: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, JAN DRD. A . 2014. Mercados Municipales. Available at: <https://www.pinterest.com/pin/329748003939812308/> (Accessed 05 October 2015).
- Figure 4.7.3.1f: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, CP. 2013. The Eight Best Butchers in Sydney. Available at: <http://concreteplayground.com/sydney/arts-entertainment/culture/the-eight-best-butchers-in-sydney> (Accessed 05 October 2015).
- Figure 4.7.3.1g: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, CRUZ. 2015. Neulius. Available at: <http://www.cruz.nl/vitrines/neulius/> (Accessed 05 October 2015).
- Figure 4.7.3.1h: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, ORGANIC. 2015. A Return to Sustainable Meat and Traditional, Ethical Butchery. Available at: <http://www.organicauthority.com/a-return-to-sustainable-meat-and-traditional-ethical-butchery/> (Accessed 05 October 2015).
- Figure 4.7.3.1i: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, THE DRUM. 2015. The way 'buy sausage' could really hurt the banks. Available at: <http://www.the-drum.com/news/2015/07/30/whats-the-way-buy-sausages-could-bring-down-the-banks-665796/> (Accessed 05 October 2015).
- Figure 4.7.3.1j: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Sprees Cast 2014)
- Figure 4.7.3.1k: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (GGR 2014)
- Figure 4.7.3.1l: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, AND. 2012. 6K WP Series Stainless Steel Waterproof. Available at: <http://www.andwing.com.au/metal-sector/waterproof-food-processing/6k-wp-series-stainless-steel-waterproof-scale> (Accessed 05 October 2015).
- Figure 4.7.3.1m: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, SOUTHWEST SAW CORPORATION. 2009. An economical meat saw for the small, low-volume meat room. Available at: http://southwestsaw.net/Bio/bio_saw_22.html (Accessed 05 October 2015).
- Figure 4.7.3.1n: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, SPICE. 2013. Ex Toko and Heston Blumenthal crew open new Surry Hills cellar door. Available at: <http://www.spicenews.com.au/2013/10/ex-toko-and-heston-blumenthal-crew-open-new-surry-hills-cellar-door/> (Accessed 05 October 2015).
- Figure 4.7.3.1o: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery, RECREATE. 2010. Victor Churchill Butcher - Sydney. Available at: <http://recreate.blogspot.co.za/2010/03/whod-have-thought-butchers-could-be-so.html> (Accessed 05 October 2015).
- Figure 4.7.3.1p: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (SEVAAA 2015)
- Figure 4.7.3.1q: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Greenleaf & Farmer 2012)
- Figure 4.7.3.1r: Diagram illustrating the establishment of an appropriate brand identity for Shoprite's Butchery (Reece 2015)

4.8 CONCLUSION

Chapter four aided in identifying the strengths, weaknesses and opportunities in exiting Shoprite supermarkets. This was done by means of a three part site analysis which was guided by the theory in chapter three, as well as additional supermarket psychology theory. The existing problems identified within the interior helped determine the areas of focus for the design execution of the project - the **interior components** to be designed. These have the most potential to improve the efficiency of Shoprite interiors and thereby fulfill the brand promise within the interior. Furthermore, they also hold the opportunity to solve most of the overall problems within the interior, such as the lack of brand identity, in-store navigation and convenience to name a few. Again, the interior components to be designed are: [1] the in-store **departments**, namely the Deli, Bakery and Butchery. Of these, the **Deli** will serve as the core example of how the destinations are to be resolved appropriately. [2] the **aisle navigation**; and [3] the **checkout area**.

The chapter continued by presenting the design development of the project. Here, additional interior design guidelines were formulated to assist in resolving the existing store problems - with focus on the identified interior components. This was done by analysing additional precedents and theories, while relating the solutions to the informal retail inspiration throughout.

Next, continuing the design guidelines, interior design strategies are presented for how a new, appropriate brand identity for Shoprite is established within store. The departments are used to illustrate this. It is done in the form of a diagram, showing precedent studies and typology studies - which was again linked to the informal retail inspiration behind the project, to ensure local relevance. The diagram further illustrates how the design serves to resonate with the target market by providing appropriate store communications which aid in creating an authentic experience, as suggested by the theory. Lastly, the diagram shows how the Shoprite brand is interiorised, following the guidelines formulated in chapter three.
