

**Retail Design Institute's
2010 International Student Design Competition
Request for Proposal**

Store Design and Prototype Development

C'Store Inc.

Program:

Size of space: 5100 sq. ft (current building program at 4,800 sq ft)

Key merchandise categories: gas, beer/beverage, grab & go packaged "Fresh Market" foods and prepared hot food counter, self and prepared coffee ("Café'teria" - drip and gourmet), convenience grocery/sundry, tobacco, lottery, newspaper/magazine

Security considerations: need unobstructed view from street and gas canopy area, time-lock safe behind counter, surveillance cameras and alarm system, well-lit

Non-sales space: approx 25% of space for back area (receiving, food prep, stock, and office)

POS stations: 4, with impulse merchandise display (tobacco dispenser/display behind counter)

Cooler doors: 17 total, with access to walk-in "beer cave"

Beverage fountain: 12-valve carbonated with ice, plus iced tea/lemonade

Coffee: Self service coffee (five blends, including gourmet) with condiment bar

Gondola fixturing: need 26 lineal feet of shelving + promotional endcaps (max height of 60")

Other amenities: ATM, M/W restrooms (ADA), limited dining area (for 6 people)

Extra Space: The current building program is 4800 sq. ft, but the new building design will be sized to 5100 square feet. The remaining 300 sq. ft. is to be a new add-on business concept determined by the designer.

Demographics of area: ethnically diverse, mostly middle-class suburban neighborhood, store is situated on busy road near a college, hospital, and business park.

Target customer profile: 16-48 year olds, 65-35 male/female ratio (need to grow female segment); service workers, students, and time-pressed professionals, 90% of customers in vehicles/10% are walkup, near bus stop

Hours of operation: 24/7

