

# Auchan Torino's novel store layout

## Is this a paradigm shift in hypermarket design?

The conventional hypermarket adjacencies have just been turned on their head – will the new concept work?

Worldwide big box trading space is under pressure as the new savvy, but time-starved, consumer looks for speed and convenience in some instances, while still wanting expert advice on some specialised purchases.

Italy is no exception to the hypermarket development

By Antonello Vilardi.  
Adapted by Hippo Zourides

dilemma. Some chains, such as Auchan and IPER, continue the big box format, while others (CONAD, COOP and Esselunga) have decided to rather scale down and focus their attention on superstore formats.

The recently revamped Auchan hypermarket in Turin keeps the space (9 200m<sup>2</sup>) and the 320 employees its had for the past 30-years, but the space has been remodelled.



With entrances feeding in from the mall's passages, the store has been split in half and the concept of a 'mall within a mall' is being used.

## Layout

With entrances feeding in from the mall's passages, the store has been split in half and the concept of a 'mall within a mall' is being used. Down the centre of the store, the 40 checkouts have been split into two rows facing each other with a wide passage in between which all runs at a 90° angle to the main entrances.

One bank of checkouts services the food area, while the other one services the general merchandise area. This process separates the shopping missions

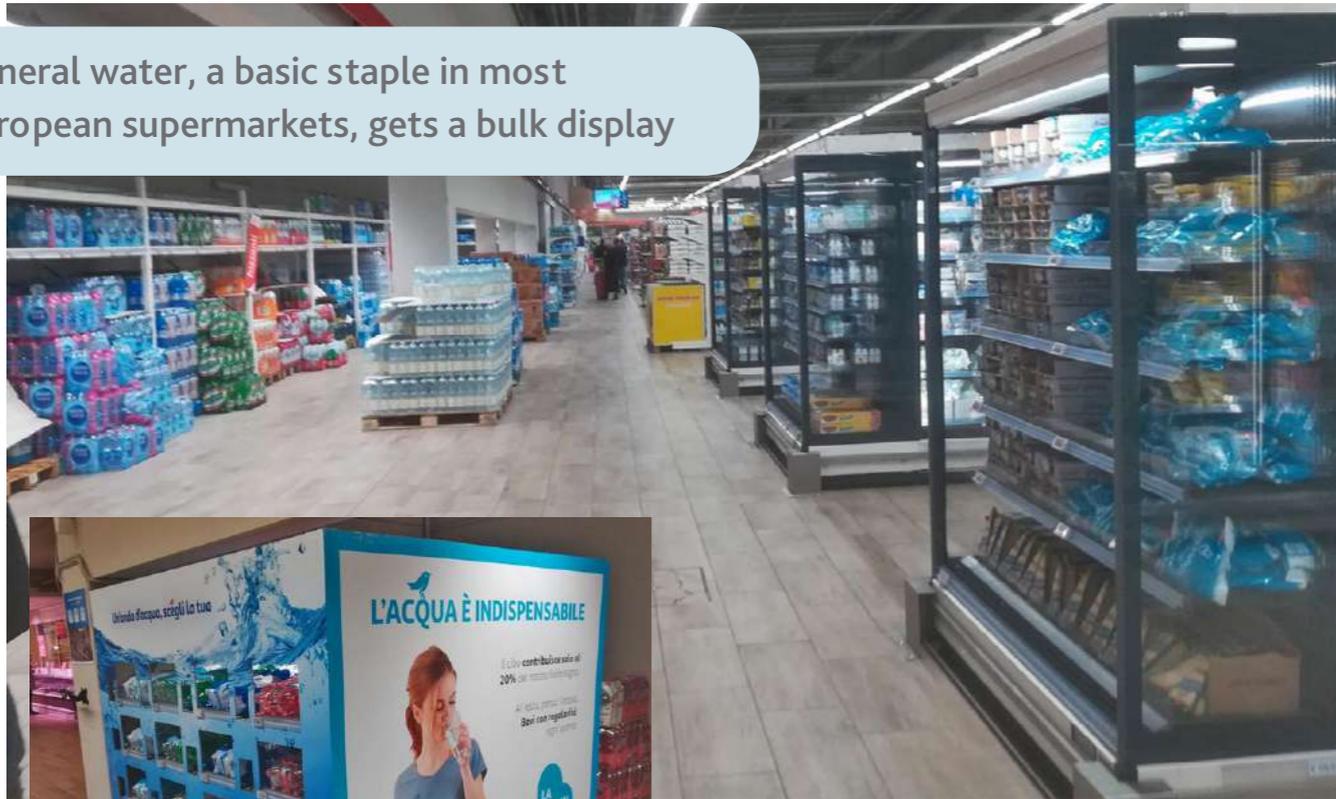
for, say, conveniently buying food products a number of times per week on the one side, while the customer can embark on a separate shopping mission, say, once a week or twice a month, that requires a destination where browsing, slow shopping and the seeking of advice is required before purchasing.

Behind this split of shopping missions is shopping habit research that shows the shopper's mindset changes when shopping for food, versus a shopping mission looking for a TV set, some clothing or a DIY tool.



Lots of space is allocated around the tandem checkouts to allow free movement of shoppers and trolleys before and after checking out

Mineral water, a basic staple in most European supermarkets, gets a bulk display



This display highlights how water is indispensable and it carries a variety of water filter units for home use



The health and beauty shelves are lower with additional lighting to assist the browsing shopper to see the whole area at a glance

### Innovation in-store

The food layout is centred around the 'Piazza del gusti' (Piazza of flavours) where the different service departments surround the dry grocery shelves.

Auchan took a decision to make all service preparation areas visible to shoppers, which allows them to enjoy viewing the food production process. Areas that attract the shopper include the ice cream bar, the pastry section, the bread confectionery area, the coffee shop, the fishmonger, the delicatessen, the butchery, the fresh produce section, and the store even includes a brewery counter, with large vats of beers to be consumed on site or taken home.

The restaurant area has been located above the wine cellar where consumers have a full view of the store while enjoying their meal. Wine purchased off the shelf can be cooled down instantly to accompany their meal.

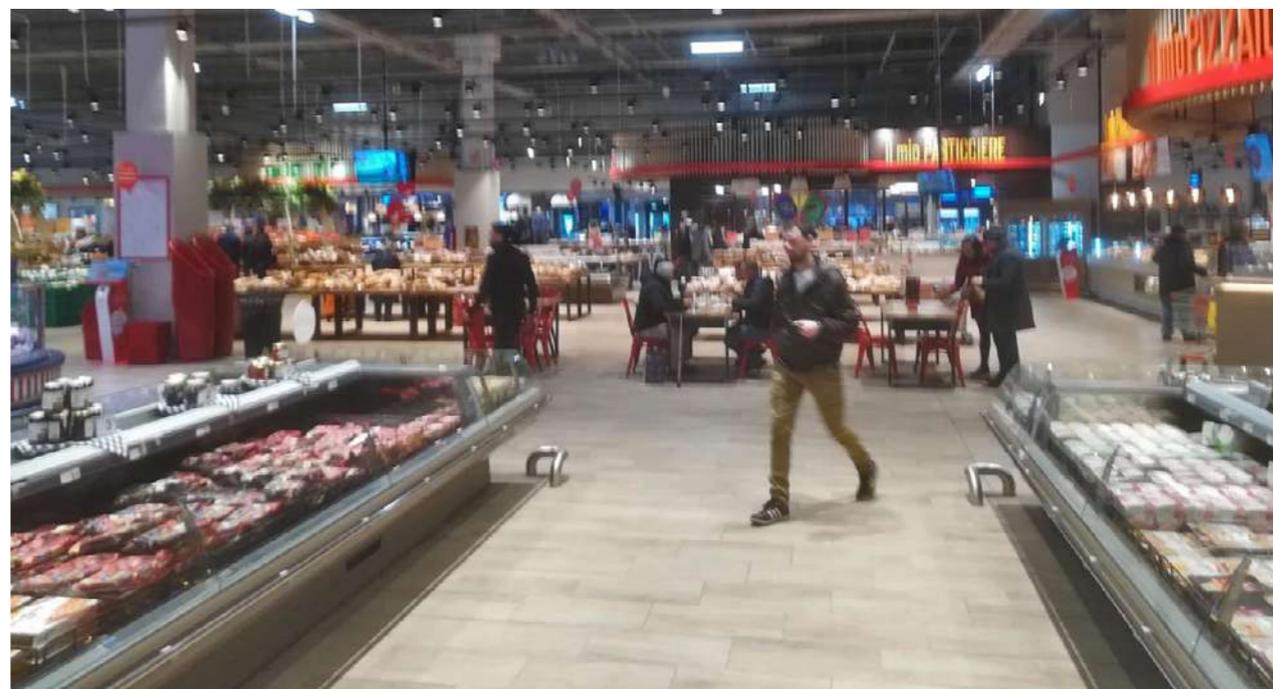
The fresh produce department includes an aeroponic display in which a variety of vegetables grow organically. The range includes lettuce, valerian, rocket, herbs, spices and micro vegetables and customers are reassured that no pesticides have been used.

The pharmacy area is located close to health foods and nutritionists are on hand to advise shoppers on the best food supplementation for their particular lifestyle. Nearby, men can pop in for a quick haircut at the in-store barber shop, while their partner continues shopping.

The pet store has been created as a store within a store. Here pet owners can get the right advice for their pets before buying.

In the general merchandise destination area, the shopping pace slows down. The layout is designed to allow customers to browse, get specialised advice, take their time and where possible try the product before buying. For example, in the gaming area, young and old are encouraged to 'test drive' their favourite electronic game before purchasing.

It will be interesting to witness the longevity of this hypermarket concept. Hypermarket retailing is evolving slowly, and this iteration could be a novelty that becomes the norm. **SR**



The coffee shop is located in the middle of the floor with easy access to all the service departments



The floor space has been designed with many areas dedicated to special displays such as this one. This process stops the boredom of rows of shelving

# Retailers, embrace technology to transform your cash chain

From Pocket to Profit we will show you how to improve your bottom line.

▶ PLAY VIDEO

*Global Payment Technologies, in partnership with GLORY, is transforming cash handling solutions in South Africa to improve Retailers bottom line.*

Contact GPT today to learn more about how we can transform your cash handling processes.

**Email: [info@gpt.co.za](mailto:info@gpt.co.za)  
Phone: 011 997 6600**

## From Pocket *to Profit*

Manual handling of cash is not just inefficient and prone to error – it means you're missing the opportunity to grow your profits.

Whether you're a large grocery chain or a small independent retailer, it's time to transform this fundamental part of your business. GLORY, leading Fintech and world Number 1 in retail recycling technology has designed solutions to optimise every stage of the retail cash chain – from cash in your customers pocket to your profit.



## AUTOMATING YOUR CASH CHAIN SECURES YOUR CASH, AND FREES UP STAFF TO CONCENTRATE ON CUSTOMER SERVICE.



### SIGNIFICANT LABOUR EFFICIENCIES

Counting and accepting cash takes time and requires employee handling. Automating cash transactions enables you to redeploy your front-line staff to revenue generating activities.



### FASTER TRANSACTIONS

By eliminating manual counting and re-counting, transactions are faster. Cash automation can shave minutes off each transaction which translates into more revenue during peak hours.



### SECURITY AND A SAFER ENVIRONMENT

Reduce or eliminate register shorts, errors, and counterfeits by securing the cash process where cashiers never touch cash. Additionally, provide a safer work environment with virtually no exposed cash.



### SELF-ORDERING

Kiosks can incorporate cash payment options. No need for a separate cashier lane for cash transactions.



### LOSS CONTROL

By implementing automated counting equipment the handling of cash is taken away from the cashier line. Recording of the transaction is accurate and reconciliation between the POS system, the Day-End Reporting and the Bank becomes a simple process for Store and Head Office.



### HYGIENE

Improve hygiene in locations where cash and food are handled.

**GPT**  
Currency & Security Solutions  
A Division of Bidvest Protea Coin (Pty) Ltd

