



HUSSMANN®

Design Services Group

Providing strategic store design services that will help optimize the factors that drive success in food retailing.

www.husmann.com

STRATEGIC STORE DESIGN SOLUTIONS

Design Services Group

The new Hussmann Design Services Group provides strategic layout and design services that address the specific objectives of each food retailer we serve. The group is led by Dean Miller, working in conjunction with John Pazahanick, a veteran of the food retail industry, along with a team of food retail design experts.

This group takes a holistic approach to store design that is uniquely innovative while being steeped in the disciplines and practices that have enabled food retailing success for decades. We start with the retailer's business, merchandising and brand objectives, then apply our expertise in creative store design that takes into account the many factors that help increase sales and customer loyalty, while minimizing overall operating costs.



Store Design that Leverages Success.

Creative design is important, but it is perhaps more important to understand the levers that influence sales and profitability in food retailing. The factors we consider when creating store designs include:

- Energy efficiency.
- Sustainability.
- Pleasurable shopping experience.
- Traffic flow.
- Layout that defines areas of focus.
- Optimizing operational efficiencies.
- Reducing labor time and cost.
- Creating and reinforcing brand image.
- Data driven market research, analytics and methodologies.
- Prioritizing spend while maximizing ROI.

The Hussmann Design Services Group collaborates with other Hussmann business units, such as Market Research, Product Management, and Engineering, to draw on the expertise in these disciplines, such as research capabilities, technical tools and market analytics, to provide the greatest value to our customers.

Note: Renderings shown in this brochure supplied by Heidi Culbertson in collaboration with Pazahanick & Associates, Inc.



Concept rendering to completed space.

Design Services that Work for You.

- You will benefit from our decades of experience in food retailing, including expertise in store layout, merchandising, refrigeration, food safety, installation, service, maintenance, project management and more. We can help you achieve your critical business objectives through our collaborative design approach.
- In addition to planning and design services, we can help you with ancillary asset sourcing, consolidation, fulfillment, and lifecycle management.
- We have worked with all types of food retailers, from the very largest businesses to single-store owners. We will bring our best ideas to your project.

Our dedication to superior planning and design demonstrates our total commitment to our mission of ***“Enabling Excellence in Food Retailing.”***

We can also provide, as needed...

- Assistance in optimizing retailer’s go-to-market strategy.
- Help in maximizing store development dollars.
- Aligning store deployment strategy with broader business strategies, ensuring a sustainable and profitable business model.
- Strategy document with recommendations and action plans.
- Translation of strategy into a store design.
- Detailed plans; scope of work; budget; requirements drawings, interior and décor drawings (not architectural drawings).
- Assistance with merchandising details throughout.
- Assistance with food prep and food service areas.
- Project execution support; procurement of refrigeration equipment and other buyouts; tracking and budgeting.

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John Pazahanick

John is the President of Pazahanick & Associates, Inc. He brings 30 years' of proven leadership experience in store development, real estate, facilities management in the grocery industry in Canada and US. Prior to rejoining his consulting company, John was VP of Real Estate and Development at a family-owned retail food company operating 65 stores in the US. He was responsible for all aspects of the real estate, store development and facilities management groups which included strategic planning, site selection and market analysis, asset management, energy management and sustainability, equipment purchasing and business development.

While working with other retailers, John led a team that created a small urban store concept that has been heralded throughout industry for its innovation, store design, and operational and labor efficiencies.

John started his career in Canada where he was a retail store design consultant. Later he entered into the corporate store development world, joining a large retailer as Director of Engineering Services, where led all facets of store development process and engineering for corporate and franchise retail stores, C-stores, distribution and warehouse facilities in Atlantic Canada. John holds a bachelor's degree from the University of Connecticut and a Master's degree from the University of Massachusetts. A former long standing member of FMI Retail Store Development Committee, he has participated and been a speaker at many industry events.

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