

Merchant Mechanics LLC

"Pioneers of Retail Forensics®"

Partnering with Retail Architecture and Design Firms

Merchant Mechanics is a boutique observational market research and testing firm serving retail, consumer products and fixture companies. We are the pioneers of Retail Forensics®. We help our clients develop more effective selling spaces and merchandising strategies. The company is forging its standing as a leader in retail environment research and as an activist for creating selling spaces that best match the natural tendencies of shoppers. Merchant Mechanics helps create a better experience for shoppers, thus, a more profitable business for its clients. We have never failed in successfully completing our mission for any client.

How Merchant Mechanics works with retail architects and designers

We seek to develop relationships with these firms in order to provide value as an objective evaluator of designs.

- We independently audit existing store environments, producing targeted design improvements
- We conduct real-world, in-store market research on prototypes of new installations or renovations
- We perform controlled scientific tests, to compare a proposed new store design to an existing design
- We provide an understanding of why certain design elements are or are not optimal for impacting consumer behaviors

How retail architects and designers benefit from working with us

By including Merchant Mechanics in a client proposal, firms can more confidently promote their own value proposition.

- Our audits generate new projects for architecture and design firms, while appealing to retailer interest in cost-containment
- Design firms are able to make definitive statements, backed by statistically significant data, about their store changes
- Our empirical analysis delivers recommendations for design improvements
- We can evaluate design alternatives, to quantitatively determine which will be most successful

How clients of retail architects and designers benefit

Retailers receive empirical data on the effectiveness of any new design in improving store sales.

- With a design audit, retailers can implement high-impact store modifications without high capital investments
- In short time frames, retailers get validation that a new design will stimulate purchasing and improve employee productivity
- The data allows for calculations of return-on-investment for store changes at multiple locations
- Necessary design modifications can occur during beta site testing, instead of during large scale roll-outs

Relevant metrics collected and analyzed

There are multitudes of metrics we can collect and analyze in our studies, including but not limited to:

- Frequencies of purchasing behaviors: glancing, browsing, product handling and buying
- Traffic flows: paths, destinations, dead zones, etc.
- Cash/wrap efficiency: perceived wait-times, customer satisfaction, employee ergonomics, etc.

Third Party Objectivity

Merchant Mechanics is dedicated to delivering impartial and informative consumer research. We provide unbiased insights into store design based on observational data and consumer input.

- We do not participate at the creative level. This allows Merchant Mechanics to avoid the conflicts inherent with having a company assess its own work
- We partner with experts in various fields (lighting, branding, visual merchandising, etc.), as necessary, maintaining "arms length relationships"

What they are saying

Industry leaders and trade journals, attest to our visionary approach to optimizing store design.

"Every retailer has pressure to increase their sales per sq. ft. and make the selling environment more productive. We have to make sure we have the best options open to us for both performance and cost-effectiveness. This study has provided valuable facts..."

-- Art McSorley, VP Construction, General Nutrition Centers

"This is the kind of research that has been sorely needed in our industry. Your approach to research often allows retailers to move more quickly and with more confidence. That is very important in this industry."

-- Steve Kaufman, Editor, Visual Merchandising & Store Design Magazine