

Authentische Gesamtkonzepte

Ladendesign, Standortfrage und Verkaufskonzept verschmelzen im Idealfall zu einer Unternehmensmarke mit klarer Persönlichkeit



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 $8]Y `9fk Ufhi b[g\U`hi b[`Ub`X]Y `@UXYbVUi VfUbW\Y `\Uh`g]W\`]b `XYb `YhnhYb`&U\fYb`[fi bX`Y[YbX`[Yk UbXY`h.`8]Y`?ca dYhYbn`[Y\hata]hh`Yfk Y]`Y`@VYf`D`Ubi b[ž'< YfghY``i b[`i bX`VUi `]W\Y`5Vk]W_`i b[\]bUi g"`9g`[Y\h`i a `Y]b`gh]a a][Yg`; YgUa h_cbnYdh` `@\W\hž Gcfh]a Ybhž`5fVY]hgUV`Ài ZYž`K UfYbUb[YVch`V]g`\]b`ni f GdY]gY_UfhYb[YghU`hi b[`i bX`K YfVi b["$

I bgYfY ?i bXYb ghY\Yb j cf'_ca d`Yl Yb 5i Z[UVYbž'X]Y g]WX b]WX h a Y\f'U``Y]b bi f a]h'Y]bYf gWX ObYb i bX Zi b_h]cb]YfYbXYb 9]bf]WX hi b['`OgYb '`UggYb" 9]b 'Ui h\Ybh]gWX Yg'; YgUa h_cbnYdhž'XUg Ui Z'Y]bYf Zi bX]YfhYb GhUbXcfhUbU`mgY i bX VYhf]YVgk]fhgWX UZh`]WX Yb '? YbbnU\`Yb 'VUg]Yfhž'\]`Zhž'gc a UbWX Y : Y\`Yf ni 'j Yfa Y]XYbž 'gc'; ØbhYf'A i h\ž'@Y]hYf'J Yfhf]YV i bX

A Uf_Yh]b['VY]'5]WX]b[Yf"'Gc'_Ubb'a UbWX'_cghgd]Y`][Yf': Y\`Yf j Yfa]YXYb'k YfXYbž'k Ybb'Yg'VY]gd]Y`gk Y]gY'i a 'U``ni Yi d\cf]gWXY'GhUbXcfhVYk Yfhi b[Yb'[Y\h" =a 'G]bbY'Y]bYf bUWX\U`h][Yb'I bhYfbY\a Ybgd\]`cgcd\]Y']gh'Yg'ZØf'i bg'b]WXh XUa]h'[YhUbž'Y]bY'gWX ÒbY'9]bf]WXhi b['ni 'j Yf_Ui ZYbž'k Ybb'X]Yk]fhgWXUZh`]WXY'9]bgWXÀhni b['bY[Uh]j 'Ui gZÀ``h"'9g']gh'i bgYfY 5i Z[UVYž'XYb'?i bXYb'Y]b[Y\YbX'ni 'VYfUhYb'i bX'bUWX U`hYfbUh]j Yb'@Ògi b[Yb'ni 'gi WXYb ž'ZÀ\fh'A i h\'Zcfh"

I bhYfbY\a Yb'U`g'A Uf_Y

⇒a a Yf'a Y\f'_ca a h'Yg'ni XYa 'XUfUi Z'Ubž'k]Y'g]W\'Y]b I bhYfbY\a Yb'U`g'A Uf_Y'a]h'Y]bYf'Y][YbYb'DYfgÒb`]W_Y]h'gY]bYb ?ibXYb'dfÀgYbh]Yfh.'AYhn[YfY]Yb'a ØggYb']\f'DfcZ]``gW\ÀfZYb" 9]bY'Ya ch]cbU`Y'A Uf_Y'a]h'Y]bYa 'i bgW\`U[VUfYb'I GD'a UW\h'g]W\ ibUV\Ab[][Yf'jcb'hYifYb'5!@U[Yb"'K]W\h][']ghžXUgg'X]Y'AUf_Y Ui h\Ybh]gWX fØVYf_ca a hii bX b]WX h bi f XYb K YhhVYk YfV $_cd]Yfh \check{z}]ghAih \@VYfnYi[h":f]gWXYibX`\cWxkYfh][Y`DfcXi_hY$ k YfXYb j ca '?i bXYb 'U`g'gY`Vghj YfghÀbX`]WX 'YfUWX hYh" '8 Ug'VYghY ?cbnYdh'Z]bXYh'gY]bY'; fYbnYb'YXcW\']a a Yf'VY]'XYb'A YbgW\Ybž $X Y \tilde{Z} U \ b Y f ghY Y b Y Y b gWX Y X Y b X ghž k Y Y b Y A Y hn [Y f Y] g]WX Y Z Y b X ghz k Y Y b Y A Y hn [Y f Y] g]WX Y Z Y b X ghz k Y Y Z Y b Y A Y hn [Y f Y] g]WX Y Z Y b X ghz k Y Z Y b X ghz k Y Z Y b X ghz k Y Y Z Y b X ghz k Y Y Z Y b X ghz k Y z Y b X z Y$ gY`VYf`g]Y\hž'k]Y`XUg`?cbnYdh'Ua '9bXY`[Y`YVh'k]fXž'k]Y`X]Y ?ca a i b]_Uh]cb a]h X Ya '?i b X Y b Zi b_h]cb] Y fh ž a Y]b h A i h \ " I b X Y | b Y g | gh X U V Y | g | W X Y f. $9 | b Z f Y i b X | W X g @ W Y b \ | b h Y f X Y a$ HfYgYb'i bX'Y]bY'ZUW_i bX][Y'6YfUhi b['k YfXYb']a a Yf'k Yfhi c``Yf qY]b i bX VY]a '?i bXYb ``Àb[Yf`\UZhYb 'V`Y]VYb 'U`q'X]Y 'VYghY $9 | bf | WA hi b [ž] gh XY f A Uf_Y h | b [Y] h Y f Ø V Y f n Y i [h"]$

: i bWh]cbU`8Yg][b

; YghU`hi b[ghfYbXg`k YfXYb`k Y]hYf\]b'j cb'< UbXk Yf_`]W_Y]h'i bX
XYf'J]Y`ZÀ`h][_Y]h'XYf'A UhYf]U`]Yb'[YdfÀ[h"8 Ug'8 Yg][b'XYf'@ÀXYb
gc``hY'XUVY]'UVYf'b]W\h'_i fn`YV][Yb'HfYbXg'i bhYfk cfZYb'k YfXYbž
Yf[Àbnh'; Øbh\Yf'K Òfb`Y]bž'7\YZUfW\]hY_h'VY]'5]W\]b[Yf"
5i Z'_Y]bYb': U```gc``hYb'YXcW\'9]bgW\b]hhY'VY]'D`Ubi b['i bX
HYW\b]_'[Ya UW\h'k YfXYb.' 8]Y'YZZ]n]YbhY'D`Ubi b['XYf
5fVY]hgUV`Ài ZY'i bX'XYf'FØW_VYfY]W\Y'\Y`ZYb']a '5``hU[ž'i bbÒh][Y
@Ui Zk Y[Y'ni i]Yfa Y]XYb'i bX'qc'[YfUXY'Ui W\']b'Ghc»nY]hYb'X]Y

?i bXYb 'gW\ bY```VYX]YbYb 'ni '_ObbYb"'9]b ']bX]j]Xi Y``Yg
:i b_h]cbg_cbnYdh 'gck]Y 'a U» [YgW\ bY]XYfhY 'A OVY` 'bi hnYb '\]Yf
YXYb 'NYbh]a YhYf ž'a Y]bh 'K Ofb`Y]b. '9]b 'gW\ ObYf '@UXYb ']gh 'bi f
bc W\ '\U`V 'gc 'j]Y` 'k Yfhž'k Ybb 'XUg '6YX]Yb_cbnYdh 'b]W\ h
Zi b_h]cb]Yfh"

; Ybi ggk Y`h]b GY]YfgVYf[

A]h'XYb'bYi Yb'; Ybi ggk Y`hYb'\Uh'g]W\'XUg'l bhYfbY\a Yb'Y]bY ghUf_'Ui Z'XYb'J YfnY\f'\]b'Ui g[Yf]W\hYhY'J Yfhf]YVg`]b]Y [YgW\UZZYbž'k c'X]Y'?i bXYb'j ca': fØ\ghØW_'V]g']b'XYb'5VYbX\]bY]b'a]h'Zf]gW\Yb'; Yf]W\hYb'j Yfgcf[h'k YfXYb''fF YX#5]W\]b[YfŁ

6Ygi WXYb G]Y i bg Ui Z. Z`Y]gWXi bXWc "Uh