

Old light technology

Burned out lights

Aged out product



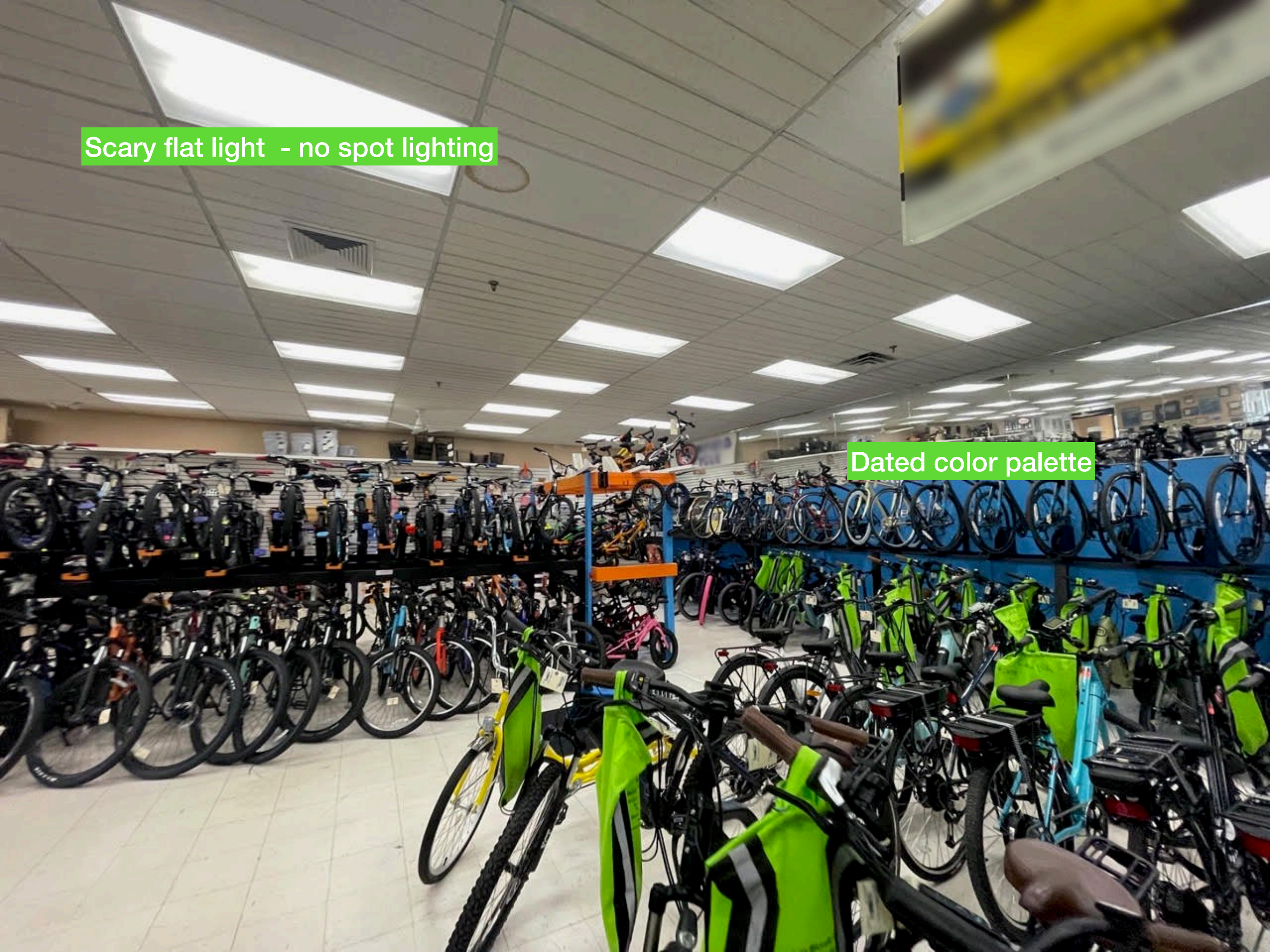


Hidden products

Sight blocker

Scary flat light - no spot lighting

Dated color palette





Lack of product delineation
No story telling

Blank spots



Old posters

Creeping clutter





Product redundancy

Blank spaces

Product placement evaluation needed

Product redundancy



A photograph of a bicycle shop interior. The left wall is covered with shelves displaying various cycling accessories like bags and helmets. The floor is tiled and appears worn. Bicycles are parked in rows on the right side. A sign on the right wall reads "I LOST 50 POUNDS By Riding My Electric Bike". A sign on the right side of the aisle reads "SEATS Your Choice! \$10.00".

Inefficient merchandising

Product mix needs
to be evaluated

Tired floor

Hidden/outdated service menu

Old plaques

We can't see, but I would guess there is a significant flow issue with the service area





Sea of bikes

Product redundancy