



Manchester United Merchandising Ltd

Mega Store re-launch



CONCEPT BRIEF



Improve entrance area and signage

Create a clear induction zone

Improve layout and overall concept

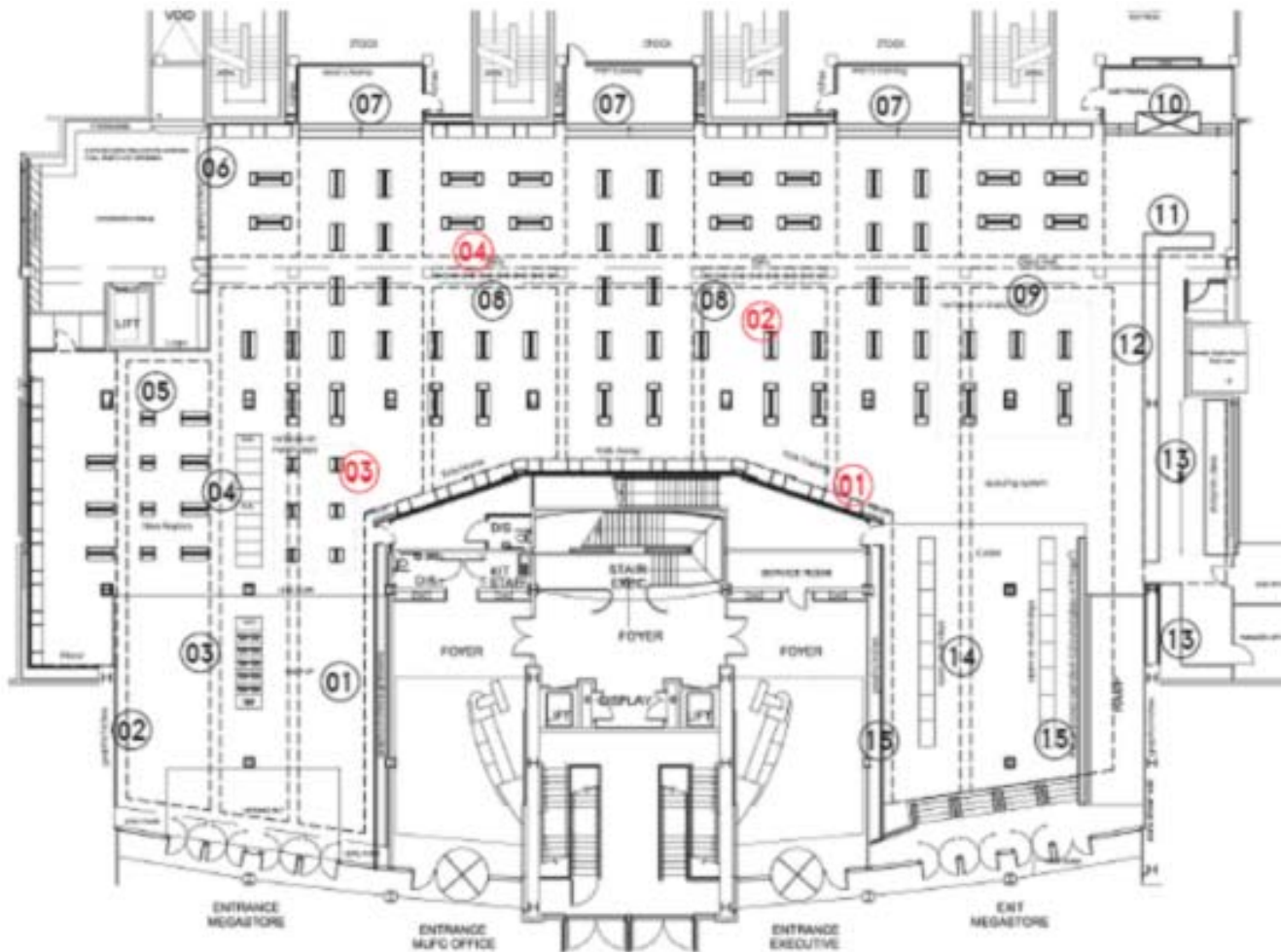
Create a world class football stadium store

Implement strong club colour stories

Focus on the future, celebrate the past

Improve and create a clear payment area

FLOOR PLAN



- STANDARD FIXTURES**
- 01 *Wall bays
 - 02 *Long Workhorse
 - 03 *Short Workhorse
 - 04 *Capacity fixture
- SPECIALS**
- 01 *Initiative wall
 - 02 *Club wall
 - 03 *Lightbox Mannequin row
 - 04 *Ball bins
 - 05 *Logo wall
 - 06 *Pick bins
 - 07 *Kit/player niche
 - 08 *Glass Ball wall
 - 09 *Glass logo wall
 - 10 *Gallery niche
 - 11 *Gallery cash area
 - 12 *Service area
 - 13 *Shirt print area
 - 14 *Cash area
 - 15 *Storage behind cash build in

ENTRANCE ZONE



MAIN STORE



FEATURE WALLS



SERVICE DESK / GALLERY



NICHE AREAS



STORE FEATURES



STORE FEATURES



PAYMENT AREA



MAIN STORE



WITH THANKS TO....



Brand Design Team

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Havelock Europa
Qm Group
Blacks VM Ltd
DIS
Lightworks
Lightecnica
Compact Lighting
PD Logistics

THE RETAIL MANAGEMENT TEAM



MANCHESTER UNITED STADIUM STORE