

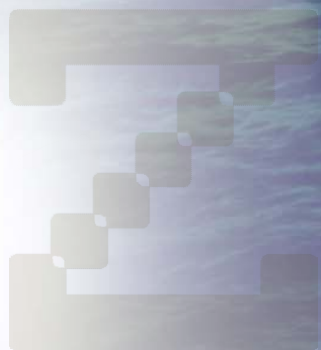
# zhúbó

D E S I G N

When it has to be right

When it has to be on time

When what you spend matters





You can't build a reputation on  
what you're going to do.

Henry Ford

# STORE PLANNING & DESIGN SERVICES

At Kent White Associates & ZHUBU DESIGN, successful store planning consists of six elements:

## **I. Data Collection**

We will visit the site to meet with key store and team members, as well as to perform an initial appraisal and analysis of existing facilities and operations. During this initial phase, we will obtain any existing architectural documentation, in addition to our own initial site survey. This survey will be translated to CAD documentation, and will be subject to further analysis and revision as necessary. During this phase we will also develop, with our clients, a timetable for project development and completion.

## **II. Schematic Planning**

This phase is one of the most important, as it provides a concrete direction for additional design and development. We draw upon our knowledge and experience in retail operations and fixture placement to insure that existing spatial designs will function in the best interests of a successful retail environment. We will develop new schematic documents that indicate personnel placement, operational flow, inventory control issues, fixture and point-of-sale placement among other issues.

# STORE PLANNING & DESIGN SERVICES

## **III. Concept Development**

This portion of the planning revolves around the actual “fleshing out” of the schematic planning performed in Phase II. Interior color, materials, fixture and lighting elements are developed at this time.

## **IV. Graphics**

KWA has the ability, if desired, to develop and produce graphic elements for use throughout the facility. Optional services in this area include Identity Development, Retail Graphics Programming and Collateral Identity Support.

## **V. Design Development Construction Documentation**

Upon completion of the Concept Development phase, KWA can produce Production Documentation, which completes the drawings and specifications created during the Design Development phase, plus additional drawings and specifications as required facilitating bidding, construction and installation

## **VI. Project Administration**

KWA can assist our clients with producing, issuing and receiving Requests for Equipment, Construction Quotations, and review of proposals. We provide technical services, which may include the evaluation of fixture shop drawings, scheduled site visits to ensure compliance with the design intent, and the coordination of equipment and graphic deliveries.

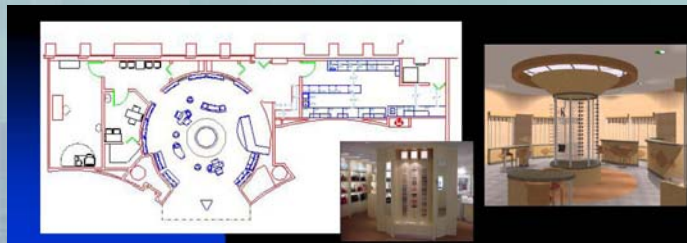
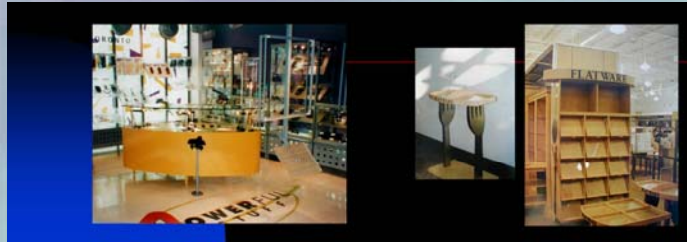
# Additionally

In addition, we also offer services to assist our clients with the tangible realization of the design plan including:

- Fixture and Equipment Procurement
- Equipment Bid Documentation
- On Site Project Management
- Equipment and Graphic Install Supervision
- Merchandising Training

We can provide all or part of the services described herein, as dictated by your needs and budget. When addressing your needs, remember that one firm or person must address each of these items. Last the design team of KWA & Zhubu Design have an affiliation with White Group this is one of the most experienced Retail fixture Consultants that directly have the fixturing and interior build out needs . But there is much more – more than any single factory, cabinet shop or multiple fixture factory operators can offer. White Group adds that layer of management that every retailer has been looking for, promised and expecting. And still it goes far beyond that. So for an experience that will be seamless and bring a new comfort level to your fixture procurement needs, give White Group a call. We are proud to announce the new alliance with Royal Laser, a fixture manufacture of par exulance. What you need we will jointly deliver on time, with out standing quality along with many years of production served to the retail industry. Royal Laser and White Group new standards, today, tomorrow and into the future.

# Just a few of our retail projects



Zhubu – means "step by step" Every thing we all do starts with that first step.

We invite you to visit our factories. Come see the difference for yourself.

WHY?

- We save you money
- We have the experience you need
- We really do care and it shows
- We believe every thing is possible
- We know you as a client matters the most

**Kent White**

**President**

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逐 zhú

Movement 辵 after boar 豕. (動)  
chase, pursue (副) gradually ⇔ 驅  
逐, 放逐, 角逐, 追逐

- + 逐步 zhúbù (副) step by step
- + 逐漸 zhújiàn (副) gradually
- + 逐年 zhúnián (副) year by year
- + 逐一 zhúyī (副) one by one
- + 逐字 zhúzì (副) word by word, verbatim

Many of life's failures are people  
who did not realize how close they  
were to success when they gave up.

Thomas A. Edison