

商业空间

COMMERCIAL SPACE

INTERIOR DESIGN

室内设计

02



餐馆/饭店

商店

CAFE / RESTAURANT

SHOP

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饭店室内设计程序

Restaurant Interior Design Process

金云舒/波恩设计公司的首席设计师

生于仁川，在康库大学修完了室内设计的硕士课程，经营着波恩设计公司并在普城大学担任设计主任及教授职务。

曾在杰恩设计联合会工作，经营着MEM公司并担任设计经理。

主要作品：安琪乐餐厅、德默时装店、波波斯酒吧、鸿黛吧、丹东ZZYZX以及尼肯。

Born in Incheon. Finished master course for Interior Design at Konkuk University. Running Bon Design and working as design manager and professor at Pucheon University.

Worked for Jeon Design Associates and operated MEM and worked as a design manager.

Major works: 'Angelo Dining Bar', 'Demoo, Park Chun Mu Fashion Shop', 'Bar Bobos', 'Hongdae Bar Yong', 'Cheongdamdong ZYZX' and 'Nikon'.

I 饭店室内设计的发展趋势

在信息时代,随着因特网的迅速发展、东西方文化融合以及经济迅速发展,人们的生活方式和消费模式都在不断地改变。特别是双职工小家庭和单身家庭的不断增加,更加快了这种变化的速度。人们追求豪华且多样的生活标准,要求“饭店”的功能从仅供饮食消费,转变成可供会议、交流等社交活动以及反映经济增长的公共文化场所。此外,对饭店的投资也引起投资规模的扩大和投资金额的增加。随着饭店发展的多样化、专业化、连锁化和综合化趋势,在进行了产品分析、位置分析、客户分析以及服务风格分析之后,饭店的室内设计要能够满足空间结构的需要。这表明饭店的室内设计应对其功能及顾客和业主的心灵及情感因素进行考虑。

II 饭店室内设计程序

在饭店设计程序方面,应通过有效地利用空间和了解产品、位置、顾客的生活方式、消费趋势、经营管理模式以及服务风格,采用既能方便顾客又能为业主赢利的创新型设计。这种设计应满足计划元素和设计元素两方面的要求。当设计饭店时,应根据产品和经营管理模式,选用不同的设计原则,但它的过程需以一个一致的风格进行。饭店的设计过程是一个规划、基础设计、实施、建筑和启用的过程,以下是各设计阶段的步骤:

I Tendency in Restaurant Interior Design

Owing to the rapid proliferation of Internet, life style and consumption pattern requires various changes in the restaurant space in the information era, mixed Western and Oriental culture and economy development. In particular the increase of working couple and single family resulting from the nuclear family system accelerates the speed of changes. The demands on the luxurious and various living standard require the change of the function of 'Restaurant' from the place for eating and drinking to the cultural space for meeting, communication and social life based on the economy growth. Moreover, the investment in restaurants leads to the tendency of extension of scale and investment expense. With the tendency of variety, specialization, chain and complex of restaurant, it is required to have the interior design process for restaurant to satisfy with conditions for the space constitution after conducting the product analysis, location analysis, analysis for customers and service style. It indicates that the interior design for restaurant should be conducted in consideration of functional, psychological and emotional aspect of the customers and owners.

II Restaurant Interior Design Process

As for the design of restaurant, it should adopt the creative design aiming at the convenience of customers and profit of owner by planning the space effectively and understanding the product, location, life style of customers, consumption tendency, operation system and service style. The design should satisfy with the planning elements and design elements. While the design planning for restaurant should adopt the various design principles according to the product and operation system, but its process is conducted as a same style. The design process of restaurant is conducted with the process of planning design, basic design, implementation design, construction, open and the process by phase is shown as follows.

1. 设计规划

设计规划是整个项目的最初阶段，根据客户需求进行调查、分析相关的基本数据，并提供各种功能以及物理数值。它通过建立设计原则导出基础设计方向。

大多数设计规划不需要详细画图，只要给出建议和画出草图即可，而且规划阶段产生的是基本风格和效果，它们是整个空间设计的参照标准。

因此，根据产品、顾客和服务风格，在商业模式和功能要求的基础上，确立整个设计方向。另外，通过调查、分析周围环境和建筑设施，设计规划还导出了整个设计的空间表达风格。

■ 计划元素

- 产品/项目的决定
- 厨房的分析（根据产品/项目）
- 有关消费者的生活方式的市场调查
- 选定位置后，对周围环境的调查
- 对竞争对手和经营良好饭店的调查
- 领导消费的主要客户群的定位
- 预计可收回的投资资金的计划
- 根据适当的投资规模的评估，进行的临时拨款
- 预算安排及分配计划
- 客户服务的策略
- 预期员工的组织结构

1. Planning Design

The planning design is the initial phase for the project providing with the functional and physical data by surveying and analyzing the related basic data according to the requirements of the client. It suggests the direction of the basic design by establishing the design principles.

For the most planning design phase, it requires the proposal and sketch style instead of the detailed drawing, and the results of the planning design are shown as the basic style and image, which become the criteria of the space design process.

Therefore it sets up the direction of design based on the business style and functional requirements according to the product, customers, and service style. In addition, it sets up the criteria of the style for space expression by surveying and analyzing the situation of surroundings and architecture facilities.

Plan elements

- Decision on products (items)
- Analysis of kitchen according to the products (items)
- Market survey in terms of consumer's life style
- Survey of surroundings after selecting location
- Survey of rival stores and prosperous stores
- Decision on the main customers by a leader group
- Planning for expected revulsion of invested capital
- Provisional appropriation of total business expense according to the review of proper investment scale
- Budget arrangement and distribution planning
- Strategy for customer service
- Constitution of expected workers

■ 设计元素

- 设施检查
- 相关规章制度的了解
- 有关商务及数据库的空间结构整体印象的调查
- 设计条件及理念的提出
- 场地布置
- 原始数据的分析
- 设计和规划空间效果工程
- 空间安排及服务功能区域的规划
- 设计进度表的建立

2. 基础设计

基础设计是一个应用各种数据和条件的过程，这些数据和条件是根据投资规模，在规划阶段产生的。该阶段设计对产品和依据座位周转率、工作量以及服务的座位数的经营方式而导出的空间结构要求进行了考虑。特别应注意的是，应根据商业风格来设立营业的空间，这需要依据顾客的流通量、服务的循环、座位的摆放位置及座位放置的稠密程度来进行。还需要根据菜单来有效地计划厨房。

■ 计划元素

- 空间功能的重新评估及建议
- 产品、服务的管理及运行的基本计划的建立
- 根据员工人数对服务流转的建议

· Design elements

- Survey of facility
- Survey of related regulations
- Survey of space constitution conditions of related business and database of its image
- Set-up of design terms and concepts
- Floor layout
- Analysis of initial data
- Set-up and planning of working for space image
- Space arrangement and service circulation planning
- Set-up of design schedule

2. Basic Design

The basic design is a process to apply various data and conditions suggested in the planning design for the design within the investment range. It conducts the design considering the space constitution for the operation system for the products and number of seats by the seat turnover rate and functional working size, and service. In particular, the customer's space should be established by means of the customer's circulation, service circulation, constitution of seats and density of seats according to the business style. It requires the effective kitchen planning according to the menu.

· Plan elements

- Review and proposal of space functions
- Set-up of basic planning for management and operation of product service
- Proposal of service circulation according to the number of workers

■ 设计元素

- 根据设计条款进行的设计的具体化
- 设计观念的形象化(包含: 地板设计、天花板设计、电梯系统的设计、各局部的设计以及透视图等)
- 主体工程的设计
- 对顾客及员工服务的实施
- 包括厨房设施设计的厨房设计规划
- 设计手册的建立
- 建设费用的拨款及建设进度表的建立
- 合理的空间构造、安排和设计规划
- 饭店主要空间的构造

① 厨房及后勤工作场所

- 根据工作效率来进行主体工程测量的实施
- 根据服务周转量进行的厨房空间安排
- 通过厨房设施的设计对厨房空间进行利用
- 根据生意结构及菜单计划, 确保为厨房留出够用的空间
- 依据菜单, 保证为仓库、冷冻间及冷藏库留出空间
- 将厨房里面和外面连接在一起的门的设立

② 顾客座位及中心服务区

- 通过设计理念来确立设计规划
- 根据商业风格来确立顾客流转规划
- 根据人员安排来确立服务流转周期和服务表

· Design elements

- Embodiment of design according to the design terms
- Visualization of design idea including floor planning, ceiling planning, elevation planning, section planning and perspective drawing etc.
- Body engineering design approach
- Application of service circulation for customers and workers
- Kitchen planning through the design of kitchen equipment
- Set-up of design manual
- Appropriation of construction expense and set-up of process schedule
- Reasonable space constitution, set arrangement and design planning
- Constitution of major space of restaurant

① Kitchen and rear working space

- Application of body engineering measure considering the working efficiency
- Arrangement of kitchen through the service circulation
- Application of kitchen size through the planning of kitchen equipment
- To secure the marginal space for kitchen according to the business constitution and menu planning
- To secure space for warehouse, freezing and cooling according to the menu
- Establishment of door connecting the inside of kitchen with outside

② Guest seat and central service space

- Design planning through the design concept
- Customer circulation planning by the business style
- Service circulation and service table establishment planning according to the personnel arrangement

- 通过产品和服务的风格来进行家具尺寸的选择
- 通过服务区风格对设备的安排进行规划
- 根据商业风格进行空间构造及灯光的规划

③ 其他空间

- 卫生间内化妆间及化妆台的设置
- 员工休息区及更衣间的设置
- 顾客等候厅的设置

3. 实施设计/建筑

实施设计是继设计之后的工作，包括：评估、投标和建筑。建筑的设计实施要目包括基本建筑尺寸、方法和材料的细节、规格、步骤清单以及设计评估和其它设计资料。根据场地的不同，情况会有所变化。在实施设计后，场地规划就会解决这一问题。因此这是一个在规划设计和基础设计时查验的情况，并是一个根据商业风格决定服务方式及空间构造方面的情况进行测量和标准化的阶段。

■ 计划元素

- 根据应用空间，对工作效率及优先条件的重新评估
- 具体的应用空间问题的重新评估，包括灯光风格、家具安排及设计（依据食物种类和服务风格）
- 具体的商品
- 服务管理计划的确定

- Application of furniture size by the product service style
- Variable furniture arrangement planning by the reception service style
- Space constitution and lighting planning by the business style

③ Other space

- Arrangement of powder room and powder table in the inside of toilette
- Establishment of worker resting space and locker room
- Establishment of customer waiting space

3. Implementation Design / Construction

The implementation design indicates the work after design including estimate, bidding and construction, and design application phase for construction including details, specification, process list, design estimate and other design materials for basic construction size, method and materials. The changes take place according to the site terms and after conducting the implementation design should be solved by the site planning. It is a phase to conduct measurement and standardization for the situations checked in the planning design and basic design and to decide on the service style and space performance style according to the business style.

· Plan elements

- Review of work efficiency and propriety according to the application of size
- Review of problems of detailed size application including lighting style, furniture arrangement and design (type of food, service style)
- Detailed merchandising
- Settlement of service management plan

- 根据座位预计收入的评估（销售评估）
- 根据销售和管理预计收入和花费（花费预计）
- 统一的设计和招牌计划（菜单公告牌等）

■ 设计元素

- 根据设计安排，现场建筑的草图确定
- 应用人体工程学进行人性化设计
- 如果设计有变，新设计的建议
- 根据设计，建筑细节的确定
- 建筑管理项目的确定
- 建筑工程进度的确定
- 根据实地情况，设计变化的重新评估
- 在建筑期间，追加的、设计申请的重新评估
- 以防建筑事故的现场管理

4. 启用／启用后的维护

通过食物的味道来评估饭店好坏的时代已经过去了。因为食物的味道可以轻易效仿，所以需要根据服务策略，来细分顾客及划分区域。在一个特定的区域内，通过分析已设计空间的优缺点，将此片空间与其他特殊空间区分开来是很重要的。一般来说，一片空间在建筑好后，并不会被维护，但在它启用后，维护就是很重要的了。

- Disposition of workers and settlement of personnel
- Estimation of earnings and expenses in comparison with seats (estimation of sales)
- Estimation of earnings and expenses by sales and management (estimation of expenses)
- Uniform design and signboard planning (menu board, bilge, costa etc...)

· Design elements

- Set-up of drawing for the site construction according to the design settlement
- Application of body engineering measure by human scale
- Suggestion of a new design in case of design change
- Set-up of construction details according to the design
- Set-up of construction management program
- Set-up of construction schedule
- Review of the design change according to the site situations
- Review of the supplementation for design application during the construction
- Site supervision for the prevention of construction defect

4. Open / Maintenance after open

The era in which a restaurant is evaluated by its taste is gone. Since the taste of food can be easily imitated, it is required to have a strategy to subdivide the customers and differentiate the space according to the service strategies. It is important to differentiate the space from other spaces in the specified field by analyzing the merits and demerits of the space to be designed. A space is usually not be maintained after construction, but it is important to maintain the space after opening.

■ 计划元素

- 试启用 (试启用聚会、服务检验、问题的草拟/增补)
- 空间效果的强化
- 顾客行为的分析及吸引顾客的卖点计划
- 顾客意向调查、销售意向调查及分析
- 菜单管理计划 (旧菜单的选择性保留和新菜单的开发)

■ 设计元素

- 完工阶段的建筑事务重审
- 设备缺陷的查验及修理
- 设计附件元素的重审
- 室内及室外装修的重审

III . 总述

饭店现已逐渐细分化、具体化、混合化及融合化。由于经济发展,人们的收入增加和生活方式改变以及国外文化的引进,饭店也趋向于发展至连锁店或集团公司。在饭店设计方面,它应能够把空间构造的元素反映到与一般从事设计工作的想法思路的不同设计上去。总的空间规划能起到赚钱及提供一个文化场所的作用,这就是饭店计划的最终目的。

因此,设计师应在分析元素后,使得空间的设计可以通过详细地分析相关元素以及举办有效的商业活动,满足功能上的需求。通过这种专业的途径过程,饭店设计将会有更大的改善。

· Plan elements

- Open rehearsal (sampling party, service check, drawing/supplementation of problems)
- Supplementation of space image
- Customer behavior analysis and attraction planning
- Customer tendency check, sales tendency check and analysis
- Menu management planning (menu for leaving and development of new menu)

· Design elements

- Review of finishing state of construction
- Check and repair of facility defect
- Review of design supplement elements
- Review of interior and exterior decoration

III · Conclusion

The restaurant becomes to be subdivided, specialized, mixed and fused and it has tendency to have a style of chain and corporation owing to the economic development, increase of income, change of life style and introduction of foreign culture. For the planning of restaurant, it should reflect the elements of space constitution to the design breaking from the design-oriented way of thinking. The general space planning of design only can conduct the role of creating profits and providing with the cultural space, which is the ultimate purpose of the restaurant planning.

Therefore a designer should design a space after analyzing the appoachelements so as to accept the functional requirements through a detailed analysis of elements and have effective business activities. Through such professional approach process, the design of restaurant would be more improved.

销售空间室内设计程序

Sales Space Interior Design Process

李常诺/亨迪公司董事长及设计师

生于全州。在康基克大学获得了建筑专业的硕士及博士学位。现任亨迪公司董事长，并在康基克大学担任教授。

曾任韩国室内建筑师/设计师协会会长，并且是韩国室内设计学会及韩国建筑协会的会员。

曾在1998年获韩国室内建筑协会奖及在2000年千禧建筑设计奖中获三等奖。

主要作品：“SBS摩东大厦”、“洛特百货商店光州分店餐厅区”、“韩国贸易中心餐厅区”以及“崇丹东顶级婚纱店”。

Born in Cheongju. Finished master and doctor course for Architecture at Hongik University. Working as director for HENDI and professor at Hongik University.

Worked as director for Korean Society of Interior Architects/Designers and has membership for Korean Institute of Interior Design and Korean Architecture Association.

Won Korean Interior Architects Association Prize for 1998 and the Third Prize for Millennium Architecture Design for 2000.

Major works: SBS Mokdong Building, Food Court of Kwangju Branch of Lotte Department Store, Food Court of Korea Trade Center, Top Wedding in Cheongdam-dong.

1. 介绍

销售空间的室内设计是一种有意识的创造行为，通过更有创造性地、有效地设计室内及室外空间，使用户获得期望的销售量及利润。因此，应通过一个独特的、一致的项目，且考虑到功能上的方便性，将其开发成能提供审美上的和心理上的满足感并让这个空间形成一个视觉转变点。

影响购买行为的文化、社会及个人因素塑造了消费者的购买欲，而这也取决于销售环境的好坏。销售环境包括：产品、销售设备、销售员以及无形的服务。当这些因素与消费者的要求一致时，他们就会有购买的想法了。这种一致性改善了消费者对销售环境的印象。良好的印象也将使消费者增加对此销售环境的忠诚度。

最近，这种商业行为的趋势已经从垂直的概念（即产品分类大众化）变化到水平概念（即产品分类具体细化）。因此，通过了解消费者对销售空间室内设计的确切目标，建立准确的设计概念，并着重强调每种品牌独特的形象是很重要的。

2. 商店概念的方向及因素

商店概念可以看成是销售环境的要求或观念。商店概念越清晰，商店的吸引力度就越高，也就可以吸引更多的消费者。特定产品的接触概率（P）是作为与吸引力度和概念有关的功能共同作用的（见表1）。关于消费者个人嗜好的趋势，对销售环境的要求（C）或观念越高，吸引力度（F）就越高。

1. Introduction

The interior design for sales space is an intended creative activity planning the internal and external space creatively and effectively so that the client expects the increase of sales and profits. Therefore it should be developed so as to give aesthetical and psychological satisfaction by making the space formative as a field for visual transfer through a unique identity program as well as the functional convenience.

The cultural, social and individual elements influencing on the purchase behavior shape the purchase desire of consumers, which decide on the priority order for evaluation of sales environment. The sales environment consists of products, sales facility, salesmen, and intangible service. The purchase activity would take place when these elements are in harmony with the desire of consumers. This harmony improves the image of sales environment for consumers, which leads to the store loyalty resulting from the positive evaluation.

Recently the tendency of commercial activity is changed from the vertical concept by classification for each item aiming at the mass production and mass consumption to the horizontal concept for various items with small quantity and specialized items. Therefore it is important to set up the precious design concept and emphasize the unique image for each brand by understanding the target consumers exactly for the interior design for sales space.

2. Direction and Elements of Store Concept

The store concept can be described as the claim or idea of the sales environment. The clearer the store concept is, the higher the attractive degree of store is, which leads to attract more consumers. The contact probability for the special product functions as a function in the relation of the attractiveness and concept (refer to table 1). Regarding the tendency of the individuality of consumers, the higher the value of claim or idea of sales environment (C) is, the higher the attractive degree (F) is.

<表1> 销售环境吸引力度

计算公式

$$F = \frac{C}{P}$$

- F: 吸引力度
C: 清晰度, 销售环境的要求
P: 欲购买产品的接触概率

<表2> 销售环境的因素

产品	产品选择
位置	范围、区域、分部的位置条件
外观	自外向内看, 销售设备的吸引力
设备	基础设备
布置	商店内的安排
陈列方式	用具、货架、柜台、架子、商品陈列台等
内部	产品及其它的内部摆设
气氛	销售量及销售者营造出来的气氛

为改善吸引消费者力度的销售环境设计, 在称心的功能、特点及相关销售环境的形象方面, 需具备如下的特征:

- ①现代性: 商店的构造及拥有现代感的计划
- ②便利性: 对消费者及销售者均有效的活动
- ③创造性: 与其它环境相比, 优先的、独特的吸引力

销售环境的各种不同的因素均需具备这些特征, 而且这些因素将组成为消费者设计的商店环境及制造出商店的气氛。

<Table 1> Calculation for attractive degree of sales environment

$$F = \frac{C}{P}$$

- F: Attractive degree
C: Clearness, claim of sales environment
P: Contact probability for items to be purchased

<Table 2> Elements of sales environment

Products	Product assortment
Location	Location conditions of region, district, branch
Appearance	Attractiveness of sales facility seen from outside
Facility	Basic facility
Arrangement	Arrangement in the store
Display means	Appliance, display rack, counter, shelf, gondola etc.
Interior	Interior by products and others
Atmosphere	Atmosphere made by sales volume and sellers

The concept of sales environment to improve the attractive degree for the consumers should have the following characteristics in terms of desirable functions, features and image regarding the conditions of the sales environment.

- ①Modernity: Store constitution and planning to have a modern sense
- ②Convenience: Effective activities for consumers and sellers
- ③Creativity: Attractiveness of priority individuality compared with other environment

The various elements of sales environment should be prepared to have such characteristics, and its elements become the store environment for the consumers and variables to create the store atmosphere.

3. 销售空间的室内设计程序

销售空间的室内设计的计划不仅仅是为了展示产品，还是通过基于相关基础和技术知识上的造型艺术，来创造出的一片新的领域。因此，设计师应判断、检验和决定整个商业建筑计划从开始到完工的过程。他有责任和义务去对比、评估及执行整个过程的操作。销售空间室内设计的步骤分为：基础计划、基础设计、实施设计和建筑。以下是各阶段的详细步骤：

3-1. 计划及考虑

- 运作方式及经济效益的有效期的评估：概念介绍、商务特征、商业计划的总结、尺寸评估、功能分析及功能组织的建立
- 顾客的需求

3-2. 基础计划

通过地点考察，收集数据、勘察和测量位置方面，来确认计划条件，从而了解位置和客户目标群。这是从对顾客信息、竞争对手的市场及营销推广及建筑报告的评估开始的。基础计划包括上述评估后建立的基本原则。

3. Interior Design Process for Sales Space

The planning for interior design for sales space is not for displaying the products only. It is a field to create a new space based on the related basic and technical knowledge by formative art. Therefore a designer should judge, check and decide the whole process from the planning to the completion to make a commercial facility. He has responsibility and obligation to compare, review and implement the operation of the whole process. The process of the interior design for sales space is conducted through the process for planning, basic planning, basic design, implementation design, and construction, and its details for each phase are as follows.

3-1. Planning and Consulting

- Review of operation method and validity of economical efficiency: Introduction of concept, business features, summary of business planning, size assessment, function analysis, set up of function organization
- Requirements of the client

3-2. Basic Planning

It is to understand the site and target commercial bloc through the site survey to find out the planning conditions in terms of reception of requirements, collection of data, site survey and measurement. It begins with reviewing the information on client, marketing and merchandising of rival stores and setting up the site report. The basic planning includes the basic principles that are set up after the arrangement.