

FRONT-END OVERHAUL

Curbside Appeal!

What kind of rumors are the front of your store spreading?

by Gabe Trahan

When Hugh Chancy, RPh, purchased Arwood Drug, he wanted the people of Moultrie, Ga., to know that something good was about to happen. A new life was about to be given to a treasured neighborhood landmark.

On day one, Hugh knew that the exterior of the Arwood Drug store was looking worn, outdated, and was sending the wrong message. The front of the store was spreading rumors, and those rumors had to change. New and more positive stories needed to be spread as financing and designing the facelift became a priority. Making the facelift priority one makes good sense, as the front of the store is in charge of first impressions, and with potential new customers, first impression is paramount.

Most business owners calculate a budget by looking at a history of sales. Hugh's budget was based on

future sales, not old business. After all, the old business was about to change. The new look started with a fresh coat of paint accented with red awnings both on the front and side walls showcasing a bright white logo. The matching road sign has a classy look, from the top to the base of the pole. The landscaping at the ground level of the pole and in front of the store has added to the "we are here to stay" look. Hugh didn't stop there. At his own expense, he painted the exterior wall of the building next to his store. Hugh doesn't even own that building! Who does that kind of thing? Hugh Chancy does.

Ask yourself what kind of rumors are your storefront spreading? What would be the impression of someone first approaching your store? What steps must you take to improve the curbside appeal of your location? And what will your budget be based on?

Here are some ideas to get improvement in motion. Consider power-steaming the sidewalk and upgrading the lighting over the entrance. If you have tinted windows, add neon signs to the interior side of the windows and get away from that I-wonder-if-they-are-open look. Have a schedule for windows and doors to be cleaned. Fill a few potholes and stripe the parking lot. Look for missing signs! The two signs that I often find missing are "Drive-Thru" and "Compounding Pharmacy." Once you have new customers interested in your store, impress them by leaving the best parking spots for the customers. A policy that the entire staff parks away from the front of the store is just good business practice.

To complete the re-do, the store name had to be changed. With a name change, the store no longer had a history, but instead had a future. Nice work, Hugh.

Before

After

