HE IMPACT OF STORES DESIGN AND LAYOUT ON PRODUCTIVITY
OF THE ORGANIZATION: A CASE OF CENTURY BOTTLING
COMPANY- COCA-COLA

BY

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DECLARATION

I Okojo Robert hereby declare that research report is my original work and has never been presented to any other educational institution for the award of any degree or certificate.
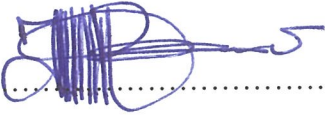
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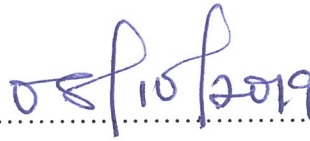
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APPROVAL

This is to certify that this research report has been under my supervision and is now ready for submission to the College of economic and management for the award of the degree of supplies and procurement management with my approval as supervisor.

Signature .... Date .... 08/10/2019 ....

MR. Ayasi Asadi

DEDICATION

This work is dedicate this research to my lovely parents Opolot Samuel and Apolot Mary and all the family members, all my friends and every person that supported me in my life and education.

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I wish to thank the almighty God for keeping me alive and providing me with the capacity and courage to go through the three year course successfully.

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ABSTRACT

The purpose of the study was to determine the impact of stores design and layout on productivity of the organization: a case of century bottling company. The objectives were to establish the different store designs and layouts, to examine the effect of store designs on productivity and to establish relationship between store layout and organization productivity in century bottling company.

The study involved the use of a descriptive case study research design involving quantitative approach. The data was collected from a sample of 40 respondents from the target population employees of the company who were from the categories of procurement department, logistics and administrators. The researcher used purposive sampling technique and simple random sampling to select the respondents. The data was collected using closed ended questionnaires from the respondents. The analysis was done using the quantitative techniques of analysis using Microsoft excel based on entirely descriptive statistics based on frequency and percentages to explore the interaction of the variables.

The findings reveal that century bottling company use different store designs and layout in their way of operation have an effect on productivity of the organisations; the study also concludes that store design and layout has an effect on the productivity of the organization. The study concludes that effective lay of the stores facilitate easy movement of goods in the store necessary for the effective management of the organization. The study should design effective designs and layouts to facilitate the management of the stores on the day to day basis with actual intension to generate effectiveness in the management of the stores function.

CHAPTER ONE

INTRODUCTION

1.0 Introduction

This covers the background of the sturdy, the statement of the problem, purpose of the study, the objectives of the sturdy and the research questions, scope of the study, significance and conceptual framework.

1.1 Background of the Study

Store design and layout is simple is a retail store floor plan showing where everything goes. Where are the checkout lanes in proximity to exits and entrances? In a grocery store, should the milk or the cereal be at the back of the store? How much space do you want between displays of merchandise? Where do you put chairs and changing rooms? These decisions aren't arbitrary or aesthetic; they are one of the tools for increasing sales. Retail store design is a branch of marketing and considered part of the overall brand of the store. Retail store design factors into window displays, furnishings, lighting, flooring, music and store layout to create a brand or specific appeal (Baker, 2010).

Organizational productivity is the organization's degree of success in using the least possible inputs in order to produce the highest possible outputs (Gates, 2010). According to (Richard, 2009) organizational performance encompasses the determination for the organizational operations (Upadhaya & Blount, 2014). Organizational performance is intended to measure the actual performance terms of an organization operating capacity. It is a reason and measure for the organization's continued operations and determines whether expansion, contractionary or funding be allocated more to the business. However what is not known about organizational performance is the rate at which performance is actually reasonable for the organization, the performance stakes and nature of actual performance for the organizations. Organizational performance enables the organizations to determine its expenditure trends and assess the value of earnings to predict for the future. Performance in this study was gauged by profitability; sales growth and market share (Pandey, 2012).

Store design and layout is a very specialized discipline due to the heavy demands placed on retail space across the globe. Because the primary purpose of retail space is to stock and sell product to consumers, the spaces must be designed in a way that promotes an enjoyable and hassle-free

shopping experience for the consumer (Yamoah, 2010). For example, research shows that male and female shoppers who were accidentally touched from behind by other shoppers left a store earlier than people who had not been touched and evaluated brands more negatively. The space must be specially-tailored to the kind of product being sold in that space; for example, a bookstore requires many large shelving units to accommodate small products that can be arranged categorically while a clothing store requires more open space to fully display product (Jessop & Morrison, 2009). Retail spaces, especially when they form part of a retail chain, must also be designed to draw people into the space to shop. The storefront must act as a billboard for the store, often employing large display windows that allow shoppers to see into the space and the product inside. In the case of a retail chain, the individual spaces must be unified in their design

In Africa, the stores designs are necessary for ensuring effective productivity, countries that have ventured into the attainment of productivity. The next evolution of retail design was the creation of the boutique in the 1960s, which emphasized retail design run by individuals. Some of the earliest examples of boutiques are the Biba boutique created by Barbara Hulanicki and the Habitat line of stores made by Terence Conran. The rise of the boutique was followed, in the next two decades, with an overall increase in consumer spending across the developed world. This rise made retail design shift to compensate for increased customers and alternative focuses. Many retail design stores redesigned themselves over the period to keep up with changing consumer tastes (Lawson, 2013). These changes resulted on one side with the creation of multiple "expensive, one-off designer shops" catering to specific fashion designers and retailers. The rise of the internet and internet retailing in the latter part of the 20th century and into the 21st century saw another change in retail design to compensate. Many different sectors not related to the internet reached out to retail design and its practices to lure online shoppers back to physical shops, where retail design can be properly utilized.

Stores design and layout is ever the means of conducting public sector around the world and it facilitate continued flow of production (Quayle, 2013). Globalization of institutions requires efficient Supply Chain Management. The science of supply chain further connects with management to efficiently deliver the goods in a regular base. Many management functions are being hypothesize and eventually use as the bases for the institution operations. Today,

institutions are integrating their supply chain formulation with the help of the internet infrastructure. Certainly, stores management considers some important elements that public sector must consider. In Uganda, the effectiveness for the determination and attainment of an effective workplace that can generate the effectiveness in the organization mix of the strategy developed in the organization stakes.

Store design and layout is no easy task, and yet once your institution has employed best practices, maintenance is far simpler in an organized space than a cramped, messy one. If one can't find inventory put away in their warehouse they can't sell it. Paying for inventory that will simply sit unused in the warehouse is a waste of resources. The ERP software is designed to include inventory systems, but it's up to the sector to put them to good use. One can take advantage of the planning modules to organize the store layout and design in an efficient manner; putting inventory away properly and in the right place reduces the risk of damage and loss, (Toomey, 2010).

1.2 Statement of the Problem

Several organizations have undertaken to effectively perform as means to ensuring their success; this is provided through attaining organization productivity of the organizations as no particular aspects alone contribute to productivity. The need to attain productivity has been provided in the means to develop the ways of operations in order to attain customer needs with ease. The provision of proper stores design and layout is fundamental for the determination of the ease that the organization reaches in providing the services to the people through an effective way (Oke & Gopalakrishnan, 2009). In the design and store layout lack of use ICT system in store design has led to delayed stock taking and poor stock control methods. In the store design there is lack of training procurement staffs on how to use automated machines which has led to employee's to work manually leading to prolonged delay, increased damages, increased handling cost and long operation cycles (Melville, Kraemer, & Gurbaxani, 2014).Also lack of procurement and stores staffs training on stores design and layout provide an avenue of inconvenience for the attainment of productivity, this is because employees in procurement department lack skills on how to use procurement system like ERP and MRP (Davenport, 2013). The study hence was set to be conducted on the impact of stores design and layout on productivity of the organization: a case of century bottling company- coca-cola

1.3 Purposes of the study

To determine the impact of stores design and layout on productivity of the organization: a case of century bottling company- coca-cola

1.4 Objectives of the study

1) To establish the different store designs and layouts used in century bottling company- coca-cola.

2) To examine the effect of store designs on productivity of century bottling company- coca-cola.

3) To establish relationship between store layout and organization productivity in century bottling company- coca-cola.

1.5 Research Questions

1) What are the different store designs and layouts used in century bottling company- coca-cola?

2) What is the effect of store designs on productivity of century bottling company- coca-cola?

3) What is relationship between store layout and organization productivity in century bottling company- coca-cola.

1.6 Scope of study

The study covered the following areas

1.6.1 Content Scope

The study was confined to determine the impact of stores design and layout on productivity of the organization. The focus was on assessing different store designs and layouts used in organizations, assess the effect of store designs and layouts on productivity and techniques for ensuring stores designs and layout.

1.6.2 Geographical Scope

The study was conducted in from century bottling company located in Namanve industrial area. The area was chosen because it handles a high range of activities of stores design and layout in the organization.

1.6.3 Time Scope

The study covered organization data for a period of 2 years (2016-2018).The researcher conducted the study for a period of 3 months that is from June to September, 2019. It is hoped that the period is sufficient enough to obtain the required data on the topic under investigation.

1.7 Significance of the Study

The research study may serve the e following significance;

Academia:-The study may add to the available knowledge and provide an existing source of literature on the influence of stores design and layout out on productivity.

Organization:-The study will explore the designs of the stores that organizations use in exploring the means for ensuring the effectiveness for productivity.

Future Researchers:-The study may help future researchers in ensuring the effectiveness of the store design and layout. It will act as a source of references and literature for further researchers.

Government:-The study will explore the avenues necessary for providing the means to facilitating means of regulations for effective productivity of the organization.

1.9 Conceptual framework

This explains the relationship between variables (dependent and independent variables)

Figure 1: conceptual framework showing the relationship between stores design and layout on productivity of the organization

(Independent variable)　　　　　　　　　**Dependent variable**

Store design and Layout	Productivity
• In-house design	• Effectiveness
• Products design	• Efficiency
• Fixed position	
• V/ U/ T-shaped	
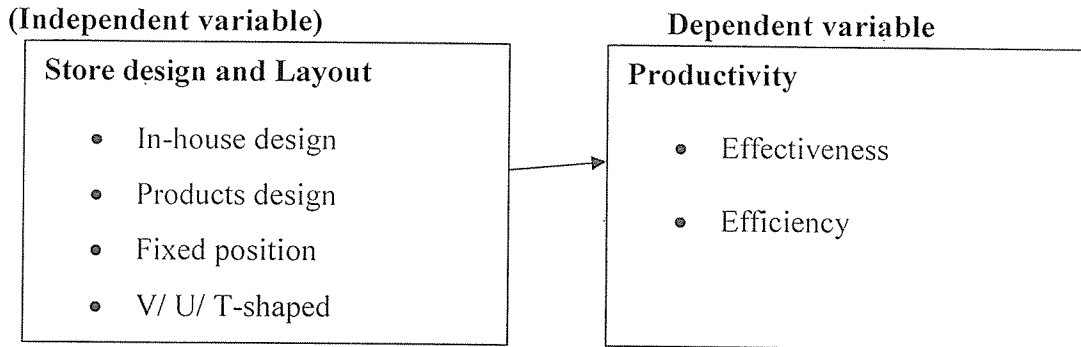
Source: Baker (2010) and Yamoah (2010).

The framework shows the relationship between stores design and layout on productivity of the organization. Stores design and layout is measured through in-house and products design, fixed position and V/U/T-shaped layout while productivity can generate efficiency and effectiveness. The study results provided are undertaken in the assessment of the values in the determination of the relationship between the variables.

CHAPTER TWO
LITERATURE REVIEW

2.0 Introduction

This chapter is mainly reviews the literature on the variables under investigation. The literature is based on the research objectives by reviewing the other authors and researchers in order to understand and investigate the research problem, sources such as books, magazines, journals, internet and dissertations are analyzed to deepen the theoretical foundation of the research.

2.1 Stores layout

Store design and layout is simple: it's a retail store floor plan showing where everything goes. Where are the checkout lanes in proximity to exits and entrances? In a grocery store, should the milk or the cereal be at the back of the store. Many stores take great pains to create a specific aesthetic with their catalogs, graphic design and their store mood (Barr and Broudy, 2010). A strong example of this kind of aesthetic branding is the clothing retailer Anthropologie. Anthropologie's stores generally echo the style of its products. Just as its products feature quirky, rustic and artsy features, the Anthropologie stores use installations of old "found" pieces and rustic hardwood flooring to create a French flea-market kind of feel. Meanwhile, other retailers, such as the Apple store, use clean lines and simple gray and white furniture to emulate the look of its clean laptops. In this way these stores connect the look of their products with their stores. Store designers are either hired by a company or consult for several different boutiques. Some stores or retail chains also hire store design interns to create the displays from season to season. For many stores, these interns help lay out and build the designs implemented by the corporation. They may be given a look book from season to season and build similar-looking displays in their own store (Kelle, 2014).

2.2 Organization productivity

Productivity refers to the ability to operate efficiently, profitability, survive grow and react to the environmental opportunities and threats. Performance of organizations can be gauged via the degree of attainment of their organizational objectives like meeting both short-term and long-term objectives as and whenever they fall due. (Saunders & Cornett, (2009). The organizational productivity is provided and known as a mechanism for enhancing and ensuring organizational stability and operations. What are actually not known in different avenues are mechanisms

through which the different organizational establishments can be enhanced to arrive at the different performance requirements like profitability, market growth and sales (Leonard and Mc Adams, 2013). The importance of understanding organization performance is that it directs the management on the policies, interventions and funding directions that the organizational management can establish for purposes of enhancing the value for the business and supporting business continuity (Robbins, 2011). The organizational productivity measures/ attributes are several in the study of performance. Performance in this study will be gauged by profitability/surplus, sales growth and market share. The following are the attributes of organizational performance.

2.3 Different store designs and layouts used in organizations

According to Kristine (2011), customers navigate the store; you can start influencing how they interact with the merchandise. The foundation for this strategy is the design of your store floor plan. To create an environment that strategically emphasizes the desired purchasing behavior, it is essential to use all of the floor space you have allotted for merchandise, base your layout on the principles of customer behavior, and not sacrifice customer flow for artistic taste. With these factors in mind, the following are common store layouts for your consideration.

Forced-Path Store Layout: This layout directs the customer on a predetermined route through the retail store. As an example, Ebster uses furniture retailer IKEA to demonstrate the use of the forced-path store design. Research shows that, with this type of store layout, IKEA achieves a uniform and efficient customer flow that promotes higher sales. Ebster discusses the advantage of a forced-path layout: Every aisle in the store is maximized. With customers exposed to all of the merchandise offered, this design might entice the customer to make an unplanned purchase. However, he points out that using this store layout risks irritating shoppers that have a specific task and desired location, and could also overwhelm shoppers by hurrying them through an experience of customers all moving in one direction together, quickly (Monash, 2002).

Grid Store Layout: The grid store layout design is a familiar, repetitive pattern favored by retail drugstores like Walgreens and hardware stores like Ace Hardware. According to Ebster, there are multiple advantages to the grid layout, including the following: Customers can move quickly through an efficient floor space using standard fixtures and displays (Dmitry, 2012). The

presentation is uniform and comfortable due to its popularity, creating a seamless customer experience. Design simplifies inventory control for the retailer a key to retail strategy that leverages store design to maximize profitability. However, the downside of this layout is the lack of aesthetics and the "sterile and uninspiring" environment often associated with its use. To counter this, Ebster recommends effective signage to guide customers and create a "cognitive map" of the store.

Loop Store Layout: Also known as the "racetrack" layout, think of the loop design as the "yellow brick road" of retail store layouts. Ebster uses this analogy to describe the way a loop store layout uses a path to lead customers from the entrance of the store to the checkout area. This is a versatile choice for store design when implemented with another layout style or used as a prominent feature of the retail store. Ebster recommends this layout for a larger retail space (over 5,000 square feet) and encourages a clear and visible loop for customer flow. Designers accomplish the loop effect by making the floor path a standout color, lighting the loop to guide the customer, or using a different floor material to mark the loop. Lines are not recommended, as they can be a psychological barrier to some customers, potentially discouraging them from stepping away from the loop and interacting with merchandise. Ebster encourages a loop design that rewards the customer with interesting visual displays and focal points on the way to the checkout area (Monash, 2002).

Straight Store Layout: The straight store layout is efficient, simple to plan, and capable of creating individual spaces for the customer. Plus, a basic straight design helps pull customers towards featured merchandise in the back of the store. Merchandise displays and signage is used to keep customers moving and interested. Liquor stores, convenience stores, and small markets use the straight design efficiently. However, the drawback is the simplicity: Depending on how a customer enters the store and moves past the transition zone, it may be more difficult to highlight merchandise or draw them to a specific location (Michael; Heffer, 2014).

Diagonal Store Layout: Just as the name implies, the diagonal store layout uses aisles placed at angles to increase customer sightlines and expose new merchandise as customers navigate through the space. A variation of the grid layout, the design helps guide customers to the checkout area. Small stores can benefit from this space management option, and it is excellent

for self-service retailers because it invites more movement and better customer circulation. When the checkout is located in the center and possibly raised up, the diagonal layout offers better security and loss prevention due to the extra sightline effect. The downside of this layout is that it doesn't enable the customer to shortcut toward specific merchandise, and the risk of narrow aisles is higher.

Angular Store Layout: The name of this design is deceptive, as the "angular" store layout relies on curved walls and corners, rounded merchandise displays, and other curved fixtures to manage the customer flow. Luxury stores use this layout effectively because, according to Herb Sorenson's research from Inside the Mind of the Shopper: The Science of Retailing, customers notice free-standing product displays 100 percent of the time (end cap displays - those at the end of aisles - also get noticed 100 percent of the time). There is a perception of higher quality merchandise that the angular layout leverages to target the appropriate customer behavior in that environment. And although this design sacrifices efficient space use, because of the rounded displays and limited shelf space, if a retailer has sufficient inventory storage away from the sales floor, this layout is useful in creating a unique perception (Cil, 2012).

Geometric Store Layout: Popular with retailers targeting trendy millennials and Generation Z demographics, a geometric layout offers artistic expression and function when combined with the appropriate displays and fixtures. The unique architecture of some retail stores, including wall angles, support columns, and different ceiling styles mix well with the uniqueness of a geometric layout (Schielke and Leudesdorff, 2015).

Merchandise displays and fixtures of various geometric shapes and sizes combine to make a statement, often as an extension of the retailer's overall brand identity. Clothing and apparel stores use a variety of environmental merchandising strategies (for example, music, scents, and artwork) with the geometric layout to enhance the customer experience.

Mixed Store Layout: The mixed store layout uses design elements from multiple layouts to create a flexible option for retailers. Department stores use a compelling mix of straight, diagonal, and angular concepts, among other design elements, to create a dynamic flow through a range of

departments featuring a variety of merchandise. Large grocery store chains also successfully combine mixed store layout elements. For example, customers have the flexibility to navigate through a grid layout for their basic groceries but feel compelled to search the angular displays featuring high-margin wine, beer, and imported cheeses (Banerjee and Yadav, 2012). The advantages of combining different store layouts seem apparent, but the space and resource requirements to maintain this design can pose difficulties to retailers.

Free Flow Store Layout: A free flow layout rejects typical design patterns and styles commonly used to influence customer behavior. In a free flow layout, the intent is not to lead the customer using predictable design patterns, displays, or signage. There is no specific design rules followed for this retail store design, and customers have more liberty to interact with merchandise and navigate on their own. For this reason, the free flow layout is sophisticated in its simplicity. Ebster points out those customers feel less rushed in this creative environment. Retail stores look less sterile in the free flow design, and merchandise may seem more intriguing. The only limitation for retailers using this layout is the overall space available, but that doesn't mean that the research on customer navigation behavior and tendencies shouldn't be accounted for as well. The main disadvantage to this experimental design layout is the risk of confusing customers past the point of their preferred behavior and disrupting customer flow.

What Is a Boutique Store Layout: According to Ebster, the boutique layout (also called shop-in-the-shop or alcove layout) is the most widely used type of free flow layout. Merchandise is separated by category, and customers are encouraged to interact more intimately with like items in semi-separate areas created by walls, merchandise displays, and fixtures. Typically used by boutique clothing retailers, wine merchants, and gourmet markets, this layout stimulates customer curiosity in different brands or themes of merchandise within the overall category. The downsides of the boutique layout include the following factors, reducing the total display space for merchandise with inefficient space management, encouraging too much exploration of separate areas within the store and Confusing customers past the point of purchasing behavior.

2.4 Effect of store designs and layouts on productivity of the organization

Store design and layout leads to proper stores management that ensure that security are maintained at all times within the store building and stockyards necessary for productivity. The security element of storehouse according to Carter and Price (1993) covers the theft but also damage, fire and spillage. It also includes ensuring that all doors, windows and stockyards are secured. Unauthorized entry in the stockyard or store house should be prevented as to event any incidence of pilferage or theft (Catherine, 2007).

Stores design proper mechanism for stores management. It is the responsibility of the stores management to ensure that adequate up-to-date stock records are maintained for every item held in stock, whether at the sales center or at the warehouse (Stephen, 2004). These records must provide the kind of information required to control and maintain the level of stock established i.e. level of stock, order levels, code number, supplier reference etc. It is a document that records the movement of inventory in stores. This takes the form of all receipts of stock holdings, issuing and balance of stock.

Christopher (2009) states that, if discrepancies occur in accrual stock levels of stores design and that of the tally card, reference would have to be made on the book keeping records. A dictionary definition of book keeping is to keep an accurate record of the account of a business. It can be argued that, expediting work does not add value to any organizations activities or product in any way, and a principal objective of many concerns achieved in some, is to reduce the need for expediting work to zero. This must be kept by head of stores department, with the stores clerk up dating records on tally card. The need for proper book keeping ensuring that any discrepancy is rectified; Discrepancies in figures must be corrected. Mutual understanding must exist between head of stores and store's clerk. Information is shared between the head and store personnel. Specifications must be clearly, understood by all staffs at stores department. New stocks must be entered properly.

Store's layout is one of the key strategies in its success. Therefore, a lot of time, effort and manpower go into offering the key features of a good store layout. Retailers use layout to influence customers' behavior by designing the store's flow, merchandise placement and ambiance. Layouts also help retailers understand how much revenue per square foot they are

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making; using this information they can properly assess the strengths and weaknesses in their merchandising mix (Wild, 2012).

Store design is that the flow of a store's layout determines how customers shop. The longer a customer is in a store, the more likely she is to buy therefore, the goal is to keep her shopping longer. Escalator placement (arrangement of the down and up escalators), arrangement of fixtures and even the placement of departments affect the store's traffic (Banerjee and Yadav, 2012). For example, some food retailers put necessities such as eggs and milk in the back of the store so the customer has to navigate through other merchandise to get to them. Department stores also use this strategy, putting the kids department on the top floor so that parents have to walk through other sections thus increasing the likelihood that they will purchase more

Stores design maximizes the square coverage of the floors. A retail space makes more money when it maximizes sales per square foot, and this can be predicted with the use of its layout. So if a specific area is lacking in sales, the retailer can rearrange merchandise to meet sales goals (Sunil & Sameer, 2008). Thus one of the objectives of store design is to put as much merchandise on the floor with a mix of high- to low-priced goods and fast- to slow-selling goods. For example, a high-priced flat-screen TV will be merchandised with low-priced accessories. Additionally, high-priced items might be allowed more retail space, whereas low-priced items might be stacked on a fixture to place more products on the floor.

Stores layout can organize product categories together so that customers find different items they are looking for in one location (Banerjee and Yadav, 2012). Equally as important is the layout's ability to keep complementary products or similar brands in proximity so that a customer will be more inclined to buy products connected to the one they are shopping for. Grouping together designers that cater to a similar customer, or merchandising winter hats, gloves and scarves in the same area, is a way to bring additional cross-category or cross-brand sales.

Preventing shoplifting and theft is another purpose of store layout. High-priced items are sometimes kept in locked showcases in the rear of the store. Small items that can be easily shoplifted can be kept in a display or in designated section where there is more security support. Sometimes the store layout places the exit in area that either passes security or requires an extra

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maneuver, making it more difficult to flee the store with stolen merchandise (Curtis and Watson, 2007).

Foster Positive Attitudes: Most retailers want customers to feel at ease and comfortable when shopping so that they transfer the same sentiments to the items they are purchasing. The store layout design can determine what emotions are evoked in the shopping experience (Silver, 2011). Factors such as merchandise arrangements, fixture colors and aisle space affect whether a customer likes, and therefore frequents, a store. Tall fixtures that restrict visibility might cause anxiety in shoppers, as they are forced to navigate every aisle. In clothing stores, a congested or ill-designed layout where fixtures are too close together can create tension, rushing shoppers through their purchase. Open layouts where merchandise is visible can eliminate tension, making customers want to shop longer (Curtis and Watson, 2007).

2.5 Relationship between store layout and organization productivity

According to Quayle (2013) visual merchandising supports retail sales by creating environments to further maximize growth, opportunity, educate customers, and easily stretch brand image. In order for retailers to gain an important competitive advantage in the marketplace, visual merchandising is an important factor and an effective way of adding value to their brand. Visual merchandising communicates with customers through elements that stimulate their senses such as lighting, music, aromas, and television screens. The environment in which a consumer is in can influence the purchasing decisions they make. Research shows that stores that do not communicate well with their customers, such as the retail store having a poor layout can cause customers to incur psychic costs, and may lead to customers being deterred from shopping again as overall shopping pleasure has been reduced. The physical environment is a primary objective in communicating with customers in retail (Reid & Sanders, 2007). Research from Thaler shows that consumers are more willing to pay a higher price for a product if the product is purchased in a more favourable environment. This makes customers become more accepting of the higher price, rather than if it were to be sold in an old rundown store. Customers can form an important bias of the merchandise quality based on the retail store design environment, and even factors such as employee's interpersonal skills and how they are treated.

Visual merchandising builds upon or augments the retail design of a store. It is one of the final stages in setting out a store in a way customers find attractive and appealing. Many elements can be used by visual merchandisers in creating displays including color lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations (Schielke and Leudesdorff, 2015).

Visual merchandising consists of mainly two techniques; interior and exterior displays, also known as in-store design and window displays. The goal of these two techniques is to attract the attention of consumers, entice them into the store, to keep them in the store as long as possible, and influence purchasing decisions. A recent study has found that these two techniques have the greatest effect on impulse buying; therefore, they are important aspects for the retailer. In-store design and window display techniques can be used to enhance the store environment, influencing consumer behavior and purchasing decisions (Shephard, 2003). In-store design is a technique, which can be used to enhance the atmosphere of the store and the overall store environment. Having a visually appealing store design can simulate the representation of the brand and attract customers. Efficient, customer friendly environment makes shopping easier for consumers, which encourages buying and, most importantly, reassures repeat purchasing. The window design technique is a way of communicating with customers, which uses a combination of lighting, colours, props, text, and graphic design to display goods, attract the attention of the customer, and sustain a brand image. The overall goal of the window display for the retailer is to persuade the customer into the store and motivate purchasing (Schroeder, 2010).

Interior displays: In-store visual merchandising can be used to capture the attention of consumers whilst they are in the store, an essential component in the buying decision-making process. To capture the attention of the customer, the retailer must consider the customer's needs during this process. Factors that contribute to the overall in-store design include the store layout, store design, point of purchases displays, item display, assortment display, and signage. When applied successfully to a store, these factors can meet the needs of the consumer and provide a positive in-store purchasing environment (Silver, 2011).

Store layout: The layout of a store is a significant factor for the maintenance of a thriving business, which can help advance sales and profitability. An effective store layout encourages

consumers to shop the entire store and view an extensive assortment of merchandise. The most common forms of store layouts include grid layout, racetrack layout and free form layout. Choosing a store layout depends on the type of store and the nature of the product sold A grid layout is generally organized in a rectangular shape, which allows customers to shop quickly and maximize shop floor space, ideal for a supermarket or hardware store. A racetrack layout ensures that the consumer only follows one path when browsing the store. This is beneficial in the sense that the consumer will come into contact with every product on the shelf. However, this can irritate customers. Customers may feel that they are being forced to follow a certain path, and can be frustrating when trying to make a quick purchase. Free form layout is a suitable layout for a store that encourages browsing. This type of layout is more relaxed in its structure, which leaves the customer feeling less rushed. The entrance of the store, otherwise known as the transition zone, is an important area in the store. The term "transition zone" was first coined by retail anthropologist Paco Underhill. This is an area where all shoppers pass on entry into store, and is significant as this zone is where consumers can observe the stimuli and sense the general vibe of the store. Therefore, thoughts and representations a consumer has about the store and the brand depend on this area. When customers enter the transition zone they need time to adjust to the new environment including the lighting, the temperature and other sights and sounds. Higher profit margin items aren't recommended to be placed in that area because customers don't notice it while they are preoccupied with adjusting to the new environmental stimuli. Spatial design of a retail store is a key aspect when it comes to creating an enjoyable experience, and is also an effective way of communicating with customers. Colour can be considered as one of the most important variables when it comes to ambiance in retail. (Van Rom pay, Tania-Dijkstra, Verhoeven, & van Es, 2011). Certain colours that can be considered as highly arousing can encourage customers to make purchases out of impulse. Warm colors such and orange, red, and yellow give consumers a sense of excitement but also provide a sense of anxiety and create a distraction. Recreational shoppers that enjoy a sense of excitement may prefer these high arousal colors. (Van Rompay et al, 2011). In general, people prefer cool colours such as green and blue and associate these colours with a sense of calmness and security. Shoppers that are more tasks oriented are more likely to prefer these cool colours as they bring this calming effect and are also less likely to distract them from the task at hand. The way the furniture such as shelves and racks and seating are set up is a tangible element is store design. A store layout with a higher regard for

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space can increase customer pleasure, and a store filled with clutter can have the opposite effect. (Van Rompay et al, 2011). When It comes to a simple well-spaced layout in a store, task oriented customers find this type of layout to be the most effective, as they can easily locate the items they want without the unnecessary clutter and obstacles in their way. These simple factors can encourage customers to stay in the store longer and in turn spend more. (Van Rompay et al, 2011).

Mannequins are used by apparel retailers to display their products in-store and in the window display. They are a tool used to show consumers what their products look like on a person. The mannequins will commonly be styled to match trends as well display the latest products available. A study found that retailers projected an ideal image to consumers with the size and proportions of the mannequins. This is used to further reinforce the characteristics of their target market. However, consumers found the size of mannequins to be unrealistic but would give a favorable response to the mannequins when they were headless. This was because the participants in the study found the faces of the mannequins unrealistic and could not relate to them. Therefore, it is important for retailers to understand the thoughts and opinions of consumers on visual stimuli such as mannequins so they can create a more desirable shopping environment for the consumers (Schroeder (2010).

Merchandise must be visible, easy to access, and there must be a range of merchandise to choose from. Having visible merchandise is essential for retailers as consumers not only "buy what they see, but are also able to tangibly engage with the physical product. This creates an emotional connection, which can drive the customer to purchase the product. The physical positioning of the product also increases visibility (Reid & Sanders, 2007). Products at eye level also get more attention. "Eye level is buy level. Considering these elements when merchandising gives the customer a sense of freedom of choice. "Less is more" is a key principle in visual merchandising. Although having a wide variety of stock and product options is important for consumers, it is also important not to overwhelm the consumer. Having too many choices can be confusing to consumers and that phenomena are referred to as the "tyranny of choice. Arranging stock so it is not overcrowded, and limiting the amount of merchandise on the shop floor, are important aspects of merchandising. Over-crowded stores can create a sense of stress and anxiety, which does not encourage the consumer to shop the entire store. A limited product selection can make

the purchasing decision easier. In a study done at a high end supermarket in California by psychologist Shenne Iyengar and Mark Lepper, there were two tables of jam samples, one with 24 flavors and the other with 6 flavors. More shoppers were attracted to the booth with the larger selection, 60%, as opposed to 40% being attracted to the smaller selection, but the sales that resulted from that were surprising. Only 3% bought from the larger selection and 30% from the smaller suggestion.

Bundling: Bundling is promoting objects that work together as a set. It inspires people how to use the products in their lives and also makes complimentary product suggestions. In a fashion retail store, complete outfits on a mannequin or the placement of tops beside jackets and bags by other accessories such as scarves and jewelry are an example of bundling. The store has already done work in envisioning the look the items can used to achieve. Bundling also directs attention to specific products thereby limiting the product selection presented.

The atmospherics also have a large influence on the store environment. Atmospherics should all coordinate with each other to create a consistent ambiance and positively influence the consumer's shopping experience and buying decision-making process. Visuals such as light and display are not always enough to enhance the overall ambience of the store, and retain customer attention; therefore, other elements such as music and scents can be used (Schielke, Leudesdorff, 2015).

Light can be used in many ways in retail stores, from highlighting an object or area of a store to simply illuminate the entire store. Bright light can create a sense of honesty, positivity, and can promote impulse purchasing. Lighting can also be used to highlight the store layout and urge customers to flow through the store, exposing them to more merchandise. The level of brightness in the store is a very important factor in consumer behavior and the retail environment, as rooms that have dim lighting are less arousing than more brightly lit spaces. (Areni, 1994). Lighting can influence the customer's decision making, behavior, and also the overall spatial environment as lighting and ambiance are connected. Customers become more stimulated when the lighting in the room is considered to be very bright and speeds up the pace at which customers purchase products. Markin recommended that in order to slow the pace customers shop at, the merchandiser should adopt a softer lighting technique which will increase the amount of time

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customers spend in the store. (Areni, 1994). The result of this is a possible increases in the amount of merchandise the stores customer's purchase. This shows us that the differing levels of in store lighting can directly affect the amount of time consumers spend in the store.

The lighting inside a retail store can be used strategically to highlight products on display or to create a comfortable environment for consumers. It is an important element used (alongside music, temperature, fragrance, and layout) in retail to create an atmosphere that matches with the brand's personality. Atmosphere of a retail store is significant as it was found that the mood of a customer will affect their buying behavior. A retailer can use soft lighting to create a calm and peaceful atmosphere for the customer or bright lighting to represent a fun and vibrant feeling associated with the brand. The strategic use of light can change the mood of a consumer and affect their subconscious mind during their shopping experience within a retail store. A retail store with a soft ambiance and bright lights highlighting certain products will drive the customer towards these products and motivate them to make a purchase (Scott & Westbrook, 2001).

CHAPTER THREE

METHODOLOGY

3.0 Introduction

This chapter aims to explicate the methods applied in the data collection. These methods included the following; research design, population of the study, sample size, sampling techniques, sources of data, data collection methods, pre-test of research tool, data analysis, limitations of the study and ethical considerations.

3.1 Research Design

Study design is a plan, structure and strategy of investigation conceived so as to obtain answers to the research questions (Amin, 2004, Mugenda 1999, Kombo and Tromp 2007, Attuja (2001).The study considered a combination of descriptive, case study research design involving quantitative approach from primary and secondary sources of data, to make valid conclusions. The study is cross-sectional in that, the data was collected from many categories of respondents and at different times. The research is descriptive in nature where information was presented describing the situational stores design and layout. The data was presented quantitative through means.

3.2 Study Population

Population is the complete collection of all the elements that are of interest in a particular investigation (Amin, 2004). The research population in this perspective included respondents selected from the procurement department (7), Logistics department (25) administrative staff (13) who were requested to gather information from the respondents. Therefore a population of 45 respondents used to generate information. The information is courtesy of Human resource manual for Coca Cola on the employee category mentioned above for 2018 November.

3.2.1 Sample Size

The sample in this study was restricted to the respondents of century bottling company and for the purpose of this study; a sample size was determined using Slovene's Formula to come up with appropriate sample size to be used in the study.

Sloven (1961) formula states that, given a population, the minimum Sample size is given by: The sample size was calculated mathematically using the formula below;

$$n = \frac{N}{1 + Ne^2}$$

Where; n = the sample size

N = total population of respondents.

α = the level of significance, that is 0.05

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{45}{1 + 45\,(0.05)\,(0.05)}$$

$$n = \frac{45}{1 + 45 * 0.0025}$$

$$n = \frac{45}{1.112}$$

n= 40.43

Therefore n= 40

A sample size of 40 respondents were selected to participate in the study.

3.2.2 Sampling Procedure

In selecting samples to be included in the study, both probability and non-probability sampling techniques was used. Particularly the purposive sampling technique which is a non-probability sampling technique was used to select the administrative staff. Simple random sampling probability sampling was used in the choice of procurement and logistics staff to provide chance to all the respondents without bias.

Table 3.1: Showing sample size and sampling techniques

No	Category	Population	Sample size	Sampling technique
1	Procurement department	7	6	Simple random
2	Logistics	25	22	Simple random
3	Administrators	13	12	Purposive Sampling
	Total	**45**	**40**	

Source: Primary Data (2017) Sampling Using Slovene (1961) Sample Size determination

3.3 Sources of Data

A both primary and secondary source of data was obtained for the study.

3.3.1 Primary Data

This is first hand information from the field. The primary data was obtained directly from respondents through the administration of questionnaires and structured interviews. The primary data provided a reliable and accurate first hand information relevant to this study about logistics control systems and service delivery. The questionnaires were used to collect the data from the appropriate respondents.

3.3.2 Secondary Data

According to Attuja (2001) secondary information is obtained from the library, internet, journal articles, news papers and research reports. The idea of secondary data was used to gather necessary information to guide the conduct of the research project in order to confirm or reject the primary data.

3.4 Data Collection Instruments

3.4.1 Questionnaire

Questionnaire was the main data collection instrument used for the study. The questionnaires were appropriate for the collection of data from all the respondents. Questionnaires facilitated the collection of data that ensured the best matching of concepts with reality. The closed ended

questionnaires based on the Likert scale measure of 1:5 to provide the same responses from a given set of respondents and helped reduce inconvenience caused by unfavorable interview times and busy schedules. According to Saunders, (2007), questionnaire is used for explanatory research which enabled the study to examine and explain relationships between variables, in particular cause-and-effect relationships.

3.5 Data Analysis Techniques

The researcher classified answers to the questions into categories as a process which involves editing, copying and tabulating the research findings as presented in chapter four of this research study. Once the researcher obtains the necessary data from the field, the researcher analyzed, and interpreted it in relation to the objectives of the study. Once the researcher has obtained the necessary data from the field, the researcher analyzed and interpreted it in relation to the objectives of the study. The researcher presented the findings in form of tables using frequency and percentages. Analysis and presentation of the findings in this way enhanced the easy understanding of the interface made thereby improving reliability and validity.

3.6 Ethical Considerations

In every research study, it is very important to take seriously the ethical considerations which will include the following;

The purpose of the research explained to the respondents. For purposes of proper and adequate data collection, there was need to explain the whole purpose of the research to the respondents so that they are well informed about the purpose of the study.

Confidentiality during and after data collection was maintained at all times, this ensured professionalism in the research and also treat the views of the respondents with confidentiality.

Report what is actually found and not manufacture and publish dream up data and also giving due recognition to any one whose work may have been used in this research and not try to pass it as the researchers original work

The researcher respected the respondent's rights including the right not to participate in giving data. Here the respondents who choose not to participate will be left alone. This can although contravene on the findings, but it is within the provisions of research to do so.

The questionnaires did not include names of the respondents for issue of privacy and confidentiality of information attained. Information was attained on free will without compulsion or forcing of respondents

3.7 Limitations of the study:

Long distance from the institution to the area of the study is one of the anticipated limitations the researcher faced. This hindered free movement during data collection. However, the researcher tied as much as possible to move to the area to collect the data in phases to ease on transport charges

Non-response to certain questions and providing of false information is another anticipated limitation to the study. This is due to the fear by some respondents that the researcher exposed confidentiality to public. However, the researcher used logical questions so that the respondents could be able to release such information needed by the researcher.

CHAPTER FOUR

PRESENTATION, INTERPRETATION AND ANALYSIS OF FINDINGS

4.0 Introduction

This chapter present data and interpreted collected using the questionnaire designed to reflect the objectives were to determine the impact of stores design and layout on productivity of the organization: a case of century bottling company coca-cola. The study focused on 40 respondents who were selected from the selected respondents. The Presentation and interpretation of data in this chapter has been done with the aid of quantitative methods. Quantitative methods involved the use of tables for computations of sum and averages, percentages and personal analysis and interpretation presented in essay form.

4.1 Profile of respondents

4.1.1 Gender Categories of Respondents

Table 4.1: Gender Categorization of Respondents

Respondents	Frequency	Percentage
Male	28	70.0
Female	12	30.0
Total	40	100

Source: Primary data, 2019

Results from table 4.1 provide the findings on the gender of the respondents. The findings indicate that the majority of respondents are male that is 28 respondents representing 70% of the total respondents and 12 respondents are female representing 30% of the respondents. This implies that the gender sensitivity was put in consideration so as to attain data from both male and female.

4.1.2 Age categorization of respondents

Table 4.2: Showing respondents categorization

Age category	Frequency	Percentage
20-29 years	9	22.5
30-39 Years	13	32.5
40-49 years	12	30
50+	6	15
Total	40	100

Source: Primary Data, 2019

Results in table 4.2 present findings on the age of respondents, 30-39years was the majority age group with 32.5% of respondents followed by 40 –49 with 30%, next were 22.5years with 22.5% and finally 50+ with 15% of the total respondents, From the above findings, it can be concluded that the majority of the respondents are mature people and therefore they have an active memory.

4.1.3 Academic Qualification of Respondents

Table 4.3: Academic qualifications of the respondents

Academic qualifications	Frequency	Percentage
Certificate	8	20
Diploma	9	22.5
Degree	14	35
Masters	9	22.5
Total	40	100

Source: Primary data, 2019

Results in table 4.3 present that the majority of the respondents were degree holders representing 35% Diploma and masters respondents were represented by 22.5% respectively and finally followed by certificate with 20%. This implies that the respondents were well educated and could interpret the given question and thus the data attained can be relied upon for decision making.

4.1.4 Marital status

Table 4.4: Showing the marital status of Respondents

Respondents	Frequency	Percentage
Single	20	50
Married	15	37.5
Separated/divorced	.5	12.5
Total	40	100

Source: Primary data, 2019

Results from table 4.4 provide the findings on the marital status of the respondents. The findings revealed that the most of respondents were 40 representing 50% of the total respondents who were single, married respondents were 30 representing 37.5% of the total respondents and finally followed by respondents who had separated/divorced 10(12.5%) implying that most of the employees at Coca cola are single and thus has the capability of fitting in the workforce needed in factory.

4.1.5 Time service of respondents in the organization

Table 4.5: Respondents' time of service

Time service	Frequency	Percent
1-4 years	5	12.5
5-9 years	12	30.0
10-14 years	13	32.5
15 and above	10	25.0
Total	40	100.0

Source: Primary data 2019

The results in table 4.5, above show that 32.5% of the respondents had a working experience of 10-14 years. In addition, 30% had 5-9 years working experience, 15 and above years had 25% and finally followed by respondents with a working experience of 1 -4 years represented by

12.5%. This implies that the respondents had worked in the organization for a quite period of time and therefore had the necessary data needed by the researcher.

4.2 Different store designs and layouts used in century bottling company- coca-cola

The first Specific objective of the study was to establish the different store designs and layouts used in century bottling company- coca-cola. The data got was presented and interpreted as shown below.

Table 4.6: Shows responses to different store designs and layouts used in century bottling company.

Statement	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Forced-Path store Layout are effectively used in the company	16	40	12	30	2	5	10	25	2	5	40	100
Grid store layout is effective under usage in the organization	20	50	10	25	2	5	5	12.5	3	7.5	40	100
Loop store layout is designed for the effectiveness of the store	14	35	13	45	2	5	4	10	2	5	40	100
Straight store layout is designed for the stores management	20	50	12	30	2	5	2	5	4	10	40	100

Diagonal store layout is provided in the stores development	14	35	12	30	5	12.5	1	2.5	10	25	40	100
Geometric store layout is used in the organization management	15	37.5	12	30	5	12.5	8	20	0	0	40	100

Source: Primary Data, 2019

Results in table 4.6 present the different store designs and layouts used in century bottling company. The findings present that Forced-Path store Layout are effectively used in the company 16(40%) of the respondents who strongly agreed, 12(30%) agreed, 2(5%) the respondents were not sure 10(25%) strongly disagreed, and 2(5%) respondents disagreed.

20(50%) of the respondents strongly agreed in respect Grid store layout is effective under usage in the organization 10(25%) agreed, 2(5%) were not sure, 5(12.5%) of the respondents strongly disagreed and 3(7.5%) disagreed.

Loop store layout is designed for the effectiveness of the store had 14(35%) of the respondents who strongly agreed, 13(45%) agreed, 2(5%) of the 4(10%) of the respondents were not sure and 2(5%) strongly disagreed.

The results on straight store layout is designed for the stores management 20(50%) of the respondents strongly agreed, 12(30% agreed, 2(5%) disagreed and 2(5%) of the respondents were not sure not sure and 4(10%) of respondents.

Diagonal store layout is provided in the stores development by 14(35%) respondents who strongly agreed, 12(30%) agreed, 5(12.5%) were not sure, 1(2.5%) respondents disagreed and 10(25%) strongly disagreed

Geometric store layout is used in the organization management, 37.5% of the respondents strongly agreed, 30% agreed 12.5% were not sure while 20% strongly agreed. The results on these indicate that CSR supports the buying decisions.

The study results on the different store designs and layouts used in century bottling company-coca-cola. The data collected revealed that forced-Path store Layout are effectively used in the company 70%, Grid store layout is effective under usage in the organization 75%, loop store layout is designed for the effectiveness of the store 80%, straight store layout is designed for the stores management 80%, diagonal store layout is provided in the stores development 65% and geometric store layout is used in the organization management 67.5%. The study results indeed indicate that century bottling company uses different store designs and layouts in the different forms for the organizations.

4.3 Effect of store designs on productivity of century bottling company- coca-cola.

The second objective of the study was to establish the effect of store designs on productivity of century bottling company- coca-cola. The data collected was presented as showed below.

Table 4.7: Shows responses on the effect of store designs on productivity of century bottling company- coca-cola.

Statement	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
Store design has enabled attainment of cost effective supplies for future storage	15	37.5	13	32.5	4	10	6	15	2	5	40	100
Effective store designs has led to attainment of timely supplies	15	37.5	14	35	5	12.5	6	15	0	0	40	100

Store design generates effectiveness in organization capacity of work	20	50	11	27.5	5	12.5	4	10	0	0	40	100
Store design leads to attainment of quality products from suppliers for future storage	10	25	18	45	2	5	4	10	6	15	40	100
Store design enable attainment and storage of goods for flexibility	18	45	8	20	5	12.5	3	7.2	6	15	40	100

Source: Primary Data, 2019

In reference to the table for the effect of store designs on productivity of century bottling company- coca-cola. The above reveal that Store design has enabled attainment of cost effective supplies for future storage 5(37.75%) of the respondents who strongly disagreed, 13(32.5%) agreed 4(10%) were not sure, 6(15%) of the respondents disagreed and 2(5%) of the respondents strongly disagreed.

Effective store designs has led to attainment of timely supplies had 15(37.5%) of the respondents who strongly agreed, 14(35%) agreed, 5(12.5%) were not sure, 6(15%) of the respondents disagreed and none strongly disagreed.

Store design generates effectiveness in organization capacity of work had that 20(50%) of the respondents strongly agreed, 11(27.5%) Agreed, 5(12.5%) were not sure, 4(10%) disagreed and none of the respondents strongly disagreed.

Store design leads to attainment of quality products from suppliers for future storage had 10(25%) of the respondents who strongly agreed, 18(45%) agreed 2(5%) were not sure, 4(10%) disagreed and 6(15%) strongly disagreed.

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Store design enable attainment and storage of goods for flexibility had 18(45%) who strongly agreed, 8(20%) agreed, 5(12.5%) were not sure, 3(7.5%) disagreed and 6(15%) strongly agreed

The study results on the effect of store designs on productivity of century bottling company-coca-cola. The results indicate that store design has enabled attainment of cost effective supplies for future storage had 70%, effective store designs has led to attainment of timely supplies 67%, store design generates effectiveness in organization capacity of work 77.7%, store design leads to attainment of quality products from suppliers for future storage 70% and store design enable attainment and storage of goods for flexibility had 65%. The study results indicate that the store design provide effective contribution for organization productivity in Century bottling company.

4.4 Relationship between store layout and organization productivity in century bottling company- coca-cola

The third objective of the study was to establish relationship between store layout and organization productivity in century bottling company- coca-cola. The data collected was presented as showed below.

Table 4.8: Shows the responses on the Relationship between store layout and organization productivity in century bottling company- coca-cola

Statement	Strongly Agree		Agree		Not Sure		Disagree		Strongly Disagree		Total	
	F	%	F	%	f	%	f	%	F	%	F	%
Proper store layout increase access to products for sale	20	50	5	12.5	7	17.5	2	5	6	15	40	100
Store layout facilitate the marinating of products in good form	18	45	5	12.5	4	10	7	17.5	2	5	40	100

Store layout ensures aeration for the goods storage	16	**40**	6	**15**	3	**7.5**	8	**20**	3	**7.5**	40	**100**
Store layouts are effective periodic checks on inventory	15	**37.5**	5	**12.5**	6	**15**	4	**10**	10	**25**	40	**100**
Store layout ensure the effective replenishment of products	30	**75**	4	**10**	2	**5**	2	**5**	2	**5**	40	**100**
Store layout ensure supportive form of raw materials for future production	20	**50**	4	**10**	5	**12.5**	6	**15**	5	**12.5**	40	**100**

Source: primary Data, 2019

Results in present findings on the relationship between store layout and organization productivity in century bottling company- coca-cola, the responses proper store layout increase access to products for sale 20(50%) of the respondents who strongly agreed, 5(12.5%) agreed 3(7.5%) were not sure, 2(5%) disagreed and 6(15%) strongly disagreed.

Store layout facilitate the marinating of products in good form had 18(45%) of the respondents who strongly agreed, 5(12.5%) agreed, 4(10%) were not sure 7(17.5%) disagreed and 2(5%) strongly disagreed.

Store layout ensures aeration for the goods storage had 16(40%) of the respondents who strongly agreed, 6(15%) agreed, 3(7.5%) disagreed 8(20%) were not sure and 3(7.5%) strongly disagreed.

15(37.5%) of the respondents who strongly agreed 5(12.5%) agreed, 6(15%) were no sure 4(10%) disagreed and 10(25%) strongly disagreed with store layouts are effective periodic checks on inventory

Store layout ensure the effective replenishment of products had 30(75%) of the respondents who strongly agreed, 4(10%) agreed, 2(5%) were not sure, 2(5%) disagreed and 2(5%) strongly disagreed.

Concerning the store layout ensure supportive form of raw materials for future production had 50% strongly agree, 10% agree, 12.5% were not sure, 15% disagreed and while 12.5% strongly disagreed.

The study results on the relationship between store layout and organization productivity in century bottling company- coca-cola. The results on proper store layout increase access to products for sale 62.5%, store layout facilitate the marinating of products in good form 57.5%, store layout ensures aeration for the goods storage 55%, store layouts are effective periodic checks on inventory 55%, store layout ensure the effective replenishment of products 85% and store layout ensure supportive form of raw materials for future production had 60% respondents. The study results provided that store layout facilitate organization productivity in century bottling company- coca-cola.

CHAPTER FIVE

DISCUSSIONS, CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

This chapter contains discussion of findings, conclusion and recommendations of the findings to the variables therein with the objective of assessing the impact of stores design and layout on productivity of the organization: a case of century bottling company- coca-cola.

5.1 Discussion of results

Objective one set to determine the different store designs and layouts used in century bottling company- coca-cola. The study results revealed that the organization used different designs and layouts for the organizations under path store layout are effectively used in the company, Grid store layout is effective, loop store layout is designed for the effectiveness of the store, straight store layout is designed for the stores management, diagonal store layout is provided in the stores development and geometric store layout is used in the organization management the results are in agreement with those of the other authors

Dmitry (2012) contends that Ebster, there are multiple advantages to the grid layout, including the following: Customers can move quickly through an efficient floor space using standard fixtures and displays even Monash (2002) argued that Lines are not recommended, as they can be a psychological barrier to some customers, potentially discouraging them from stepping away from the loop and interacting with merchandise. Ebster encourages a loop design that rewards the customer with interesting visual displays and focal points on the way to the checkout area, and they are in agreement with those of Michael; Heffer, 2014) who argued that a straight store layout is efficient, simple to plan, and capable of creating individual spaces for the customer. Plus, a basic straight design helps pull customers towards featured merchandise in the back of the store and finally Cil (2012) argued that there is a perception of higher quality merchandise that the angular layout leverages to target the appropriate customer behavior in that environment. And although this design sacrifices efficient space use, because of the rounded displays and limited shelf space, if a retailer has sufficient inventory storage away from the sales floor, this layout is useful in creating a unique perception.

On the second objective, on the effect of store designs on productivity of century bottling company- coca-cola. The results concerning the effect of store design reveal that the effect was positive provided and in agreement with those of Christopher (2009) states that, if discrepancies occur in accrual stock levels of stores design and that of the tally card, reference would have to be made on the book keeping records. A dictionary definition of book keeping is to keep an accurate record of the account of a business Even Wild (2012) argued that store's layout is one of the key strategies in its success. Therefore, a lot of time, effort and manpower go into offering the key features of a good store layout. Retailers use layout to influence customers' behavior by designing the store's flow, merchandise placement and ambiance and finally Banerjee and Yadav (2012) argued that store design is that the flow of a store's layout determines how customers shop. The longer a customer is in a store, the more likely she is to buy therefore, and the goal is to keep her shopping longer. Escalator placement (arrangement of the down and up escalators), arrangement of fixtures and even the placement of departments affect the store's traffic even Tall fixtures that restrict visibility might cause anxiety in shoppers, as they are forced to navigate every aisle. In clothing stores, a congested or ill-designed layout where fixtures are too close together can create tension, rushing shoppers through their purchase. Open layouts where merchandise is visible can eliminate tension, making customers want to shop longer (Curtis and Watson, 2007).

On the third objective reveal that Silver (2011) contends that in-store visual merchandising can be used to capture the attention of consumers whilst they are in the store, an essential component in the buying decision-making process. To capture the attention of the customer, the retailer must consider the customer's needs during this process. Merchandise must be visible, easy to access, and there must be a range of merchandise to choose from. Having visible merchandise is essential for retailers as consumers not only "buy what they see, but are also able to tangibly engage with the physical product. This creates an emotional connection, which can drive the customer to purchase the product. The physical positioning of the product also increases visibility (Reid & Sanders, 2007). (Areni, 1994) contend that Light can be used in many ways in retail stores, from highlighting an object or area of a store to simply illuminate the entire store. Bright light can create a sense of honesty, positivity, and can promote impulse purchasing. Lighting can also be used to highlight the store layout and urge customers to flow through the

store, exposing them to more merchandise. The level of brightness in the store is a very important factor in consumer behavior and the retail environment, as rooms that have dim lighting are less arousing than more brightly lit spaces.

5.2 Conclusion

The study set to determine the impact of stores design and layout on productivity of the organization: a case of century bottling company- coca-cola. The objectives were to establish the different store designs and layouts, to examine the effect of store designs on productivity and to establish relationship between store layout and organization productivity in century bottling company- coca-cola.

The study on the first objective of the study was fulfilled, the study conclude that Coca Cola use different store designs and layout in their way of operations however much the designs and layouts are not much effective as some of the items for manufacture and distribution are made on a just in time basis.

On the second objective, the study concludes that store design has an effect on the productivity of the organization. The effect was however moderate, the study conclude that designs effectiveness however limited the management of the stores as the organization operations were based on just in time managements.

Lastly the study concludes that store layout affect the productivity for the organizations. The study conclude that effective lay of the stores facilitated easy movement of goods in the store necessary for the effective management of the organization and its resources.

5.3 Recommendations

The study recommends that the organizations like coca Cola need to design effective designs and layouts to facilitate the management of the stores on the day to day basis with actual intension to generate effectiveness in the management of the stores function.

Secondly, there is further need for the organization to concentrate on generating effective store designs to enable proper storage of goods. The storage need to be undertaken to facilitate ease management of the storage function for the people in organizations.

Lastly, the study recommend for the development of store layouts in the manner for attaining effective replenishments, facilitating the development of resources that can be deployed for the management of the organization stores, use of ICT in store layouts to generate efficiency store management.

5.4 Areas for further research

Because of resources, the study could not be much expanded, the study recommend the following as areas of further study.

- ICT use in stores management in organizations
- Store management and organization efficiency

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3	Store design generates effectiveness in organization capacity of work					
4	Store design leads to attainment of quality products from suppliers for future storage					
5	Store design enable attainment and storage of goods for flexibility					

Section D: Relationship between store layout and organization productivity

8. Instructions Use of likert scale of 1-5 to rank the following alternatives were 1= strongly disagree (SD), 2= Disagree (D), 3= Not sure (NS), 4= Agree (A), 5= Strongly Agree (SA).

	Relationship between store layout and organization productivity	SA5	A4	A3	D2	SD1
1	Proper store layout increase access to products for sale					
2	Store layout facilitate the marinating of products in good form					
3	Store layout ensures aeration for the goods storage					
4	Store layouts are effective periodic checks on inventory					
5	Store layout ensure the effective replenishment of products					
6	Store layout ensure supportive form of raw materials for future production					

ABSTRACT

The purpose of the study was to determine the impact of stores design and layout on productivity of the organization: a case of century bottling company. The objectives were to establish the different store designs and layouts, to examine the effect of store designs on productivity and to establish relationship between store layout and organization productivity in century bottling company.

The study involved the use of a descriptive case study research design involving quantitative approach. The data was collected from a sample of 40 respondents from the target population employees of the company who were from the categories of procurement department, logistics and administrators. The researcher used purposive sampling technique and simple random sampling to select the respondents. The data was collected using closed ended questionnaires from the respondents. The analysis was done using the quantitative techniques of analysis using Microsoft excel based on entirely descriptive statistics based on frequency and percentages to explore the interaction of the variables.

The findings reveal that century bottling company use different store designs and layout in their way of operation have an effect on productivity of the organisations; the study also concludes that store design and layout has an effect on the productivity of the organization. The study concludes that effective lay of the stores facilitate easy movement of goods in the store necessary for the effective management of the organization. The study should design effective designs and layouts to facilitate the management of the stores on the day to day basis with actual intension to generate effectiveness in the management of the stores function.