Publicat a *COL·LEGI D'ARQUITECTES DE CATALUNYA* (https://arquitectes.cat)

Do you want to improve sales in your retail establishment? [1]



El Equipo Creativo, Pakta Restaurant, Barcelona. Interior design prize "Best Of Year 2013

Awards". Photography: © Adrià Goula

Publicat:
22 setembre 2013

Starting up a business is, in many respects, an adventure of trial and error in which minimising risk is a key factor in achieving success. Being able to rely on a good team of professionals allows entrepreneurs to reduce that risk by defining aspects such as added value, commercial strategy and customer journey maps, amongst others.

Architects who specialise in *retail* are experts in designing onsite and online retail spaces and analysing commercial processes and flows and sales management. This knowledge is indispensable when it comes to providing advisory and design services for retail spaces in a society with a growing demand for this type of specialist.

Every commercial project, every client, every company and every product is unique. There is never one single solution for every project and there is a huge range of highly qualified professionals ready to offer their expertise. Choosing the right architect is one of the most important decisions you can make. Before starting the search, consider the needs of your project and ask yourself the following questions, whatever your experience and the complexity of your project may be:

? Do I have a well-defined business strategy?
? What are the challenges facing my business?
? What is my budget?
? What are my company?s objectives?
? What kind of experience or expertise do I expect my architect to have?

The COAC recommends that you visit the Job Bank [2] to help you select the best professionals for your project.

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Links
[1] https://arquitectes.cat/ca/node/22447
[2] http://www.arquitectes.cat/en/desenvolupament-professional