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Kuznetsova I.O.,
Vishnevska OV,
National Aviation University, Kyiv , Ukraine

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Abstract. *This paper focuses on the research of existing classifications of stores and removal of the generalized classification that will help in the design planning.*
Keywords: *interior, store classification.*

Statement of the problem . Industry trade has gained momentum. Every year the number of stores of different specialization increases with high rate. Still have not printed a single classification interiors stores, which would help in the design of designing any type of store.

Analysis of recent research. Vinogradov SN [1] sets out practical and theoretical bases of one process flow of goods from production to the final consumer using the latest advances in science , engineering and advanced technology. In his work focuses on the fact that the design of the store is to provide convenience and functional meet aesthetic requirements.

Dezhnev VE [2] deeply considers the problem of building stores and provides advice arhiturno -planning and construction decisions.

Pambuhchyyants D. [3] covers the main issues of design and construction of major commercial enterprises. Focuses on the fact that trading facilities must be designed taking into account the application of advanced methods of selling goods ; ensuring their effective use , it does not forget about ergonomics and performance requirements for firefighting evacuate the interior at a high artistic level.

Handbook , edited by AN Solomatyna [4] provides information on planning a multiple shops. Also provides guidelines for decoration and interior of the store , depending on the type of shop and its functional significance.

The wording of Article goals . Based on the analysis of existing types of stores and ergonomic requirements of their plan to bring the classification interior shops.

The main material. Shop - stationary retail trade company , which sells goods to the public.

Unlike other trading companies - tents, kiosks , etc. - shops have one or more trading floors . Placed in the shops as a separate building , and in the first floor of buildings.

Signs classification shops:

1. The Fit sales area - small (250 m2); medium (251 to 1000 m2); large (1,000 to 5,000 m2); particularly large (over 5,000 m2).

2. Terms of range - universal ; combined, mixed, specialized, highly specialized .

2.1. Universal , selling a wider assortment of products several groups and subgroups. Department - is technically well equipped large stores that are usually several commodity divisions, in turn , are divided into sections , which are all major product groups . In the department must be at least 22 jobs and 8 specialized sections. An example of department stores that sell all product groups can serve supermarkets, GUM Department Store in Moscow and Kiev .

2.3 Combined , selling several products product lines , related in its consumer properties , such as ready dress , fur hats ; cameras and radios , etc.

2.4 Mixed , selling a variety of industrial and food products of various groups. The range of shops is usually narrow , they have divisions and sections.

2.5 Specialized selling products of only one product line , such as shoes , garments , textiles , etc.

2.6 Niche that have in their assortment list only one subgroup or one type of goods , such as stockings , socks , ties, stationery, pens .

3. Depending on the type of building - detached , built-attached and shopping complexes .

4. Given the characteristics of space-planning decisions - one-story, high-rise , with or without basements .

5. According to functional features - fixed , mobile , seasonal, posylochni , commissions and others.

6. According to the degree of stationarity - shops , stores, warehouses , pavilions , tents, auto shops .

7. According forms of service - self service over the counter .

8. According location - in the city center , near the center, in the neighborhood .

Generalized classification of the main types of stores in size and ideology :

1. Boutique - a small highly specialized shop with a limited number of customers. In fashion boutiques typically sells expensive clothes or jewelry. For trade area boutique can be as small or large.

2. Hypermarket - a retailer that sells food and non-food products of universal range mainly in the form of self- sales area of 5,000 m2. From other self-service stores and supermarkets to hypermarkets differ primarily scale. It's not just the big shopping area (from 5 thousand m²), but also a versatile range of products that exceed the range of 3-10 times the supermarket , especially for non-food products , which usually consists of 40-50 thousand positions. The range can be increased by adding custom product groups. In the non-food products in grocery hypermarkets fell to 35-50 % of the range.

3. Supermarket - the great universal store of selling the full range of food and beverages , and paper products for household, soaps, detergents, laundry and dishwashing, sanitation and hygiene items , books in paper covers, pot plants and plant products for pets (dog and cat food), automotive products , toys, greeting cards, cosmetics, dishes, drugs (nonprescription) , home appliances and so on. Trading area 300 - 2500 m2

In terms of supermarket chains are divided into ;

- International ;

- Federal ;

- Regional ;

- Local.

4. Discounter - shop with a wide range of goods at wholesale prices. Trading area of 500-800 m2. Management of this magazine is aimed at reducing costs through

simplified form of the shop floor , a simplified display of goods , reducing the number of staff employed .

If there is a fairly large network of stores practiced constant movement of shipments from one store to another , where there is greater demand for this product. Thus, we achieve savings in warehouses.

5. Shop at Home (Shop " walking distance " or " family store ", " One -stop-shopping») - a small store is designed to provide the current needs of customers who live nearby. Are located directly in the home , in his first or ground floor . Trading area of 300 m2 and content of food and essential commodities 90-100 %.

Quality of the interior of the shop floor is determined by how well respected in the design of the following requirements:

- Creation of optimum proportions of premises, equipment placement , taking into account the position of the columns, stairs, ramps, main aisle ;

- The location of windows and other means of advertising;

- Finish of ceilings, walls, columns, floors;

- Color scheme interior decoration ;

- Decision lighting , location lighting, backlighting ;

- Installation of suspended ceilings , decoration decorative items.

The main objective in the design of the shop floor - to create optimal conditions for the most successful product presentation .

The nature of the interior decoration store depends on the specific commodity and size of sales area [4].

Basic Ergonomic requirements for the design of stores:

1.   Stream free movement of consumer considering its density, provided the rational distribution of commercial equipment and sufficient width passes. Space Communications (walkways , corridors) must ensure fire safety , the possibility of escape, a rational organization of the process, choice and comfort when purchasing goods. On their part, typically accounting for 15-20% of the total area of the store. Passage to the buyer on the trading floor is 1.5-1.7 m [3]. Area for the current node should

not exceed 15% of the sales area . In a number of supermarket cash booths (job controller -teller) is determined by the market square : the food stores on every 80-100 m2 sales area provides for one job cashier controller ; in non- shopping places equipped for every 140 - 160 m2 . [1] ;

2.   Having the shortest paths of movement of goods from storage locations to the point of sale;

3.   A good visibility of the shop floor ;

4.   Vykorystannya advertising material and characters and designs of the shop floor for quick targeting buyers on the trading floor .

Premises that are part of the shop to its functional purpose are divided into commercial and non-commercial .
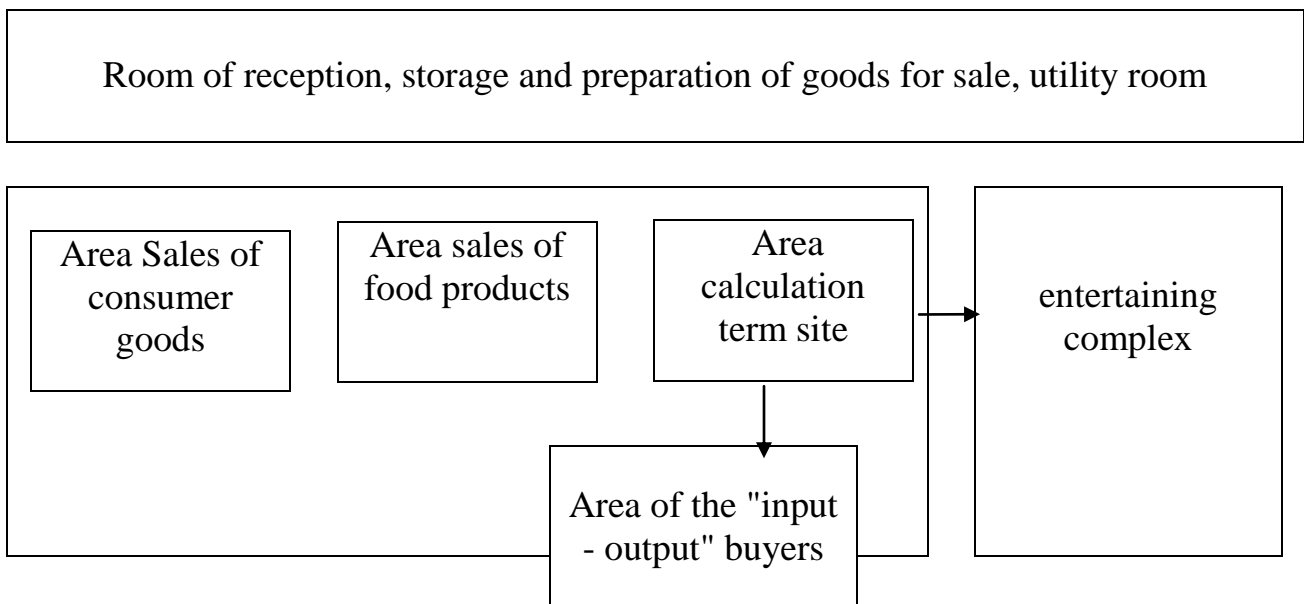
Shopping includes:

- Shopping Centre, which includes a shopping center and space for additional customer service (cafeterias , cutting fabric, sewing products fit the figure , loan processing , audio , etc.);

- Entertainment ;

- Sanitary rooms (bathrooms).

Before non-trading include:

−facilities for receiving, storing and preparation of goods for sale (− handling, reception , pantry storage and preparation of goods for sale, packing , etc.);

−Administrative office buildings (the principal's office , business− department , accounting, lounge , medical , health devices , etc.); utility room (plenum , engine room refrigeration units , etc.);

−Space Communications (walkways , driveways).

−Functional zoning specified in Table 1 on the basis of the number [2].

Room of reception, storage and preparation of goods for sale, utility room

Area Sales of consumer goods	Area sales of food products	Area calculation term site →	entertaining complex
		↓	
		Area of the "input - output" buyers	

The relationship of zoning and planning the types of stores

Type of store / Type of room boutique Hyper		Market Super	Market Dis	Su per - Market	Dee - Counterpart	Kaunter shop at home
Shopping facilities	Shopping facilities Halls	+	+	+	+	+
	entertaining complex	-	+	-	-	-
	Sanitation Rooms	-	+	-	-	-
Non-trade room	facilities for receiving, storing and preparing goods for sale	+	+	+	+	+
	Administrative office buildings	-	+	+	+	-
	Technical facilities	-	+	+	+	+
	Space Communications	-	+	+	+	-

Proper planning and zoning Store important. It affects the path of buyers. It should be remembered that there should exit cross- flow of customers. Deliberate zoning and placement of shelves help avoid this problem and to organize the space so

that the buyer took along more tovariv.Vzayemozv ' Connection zoning, planning the types of stores specified in Table № 2.

All the shop must be located with a view to ensuring sustainable relationship between them.

Conclusions. The interiors of shops , depending upon the area of specialization and divided into shops with a narrow specialization , which is essentially the entire interior and zoning focused on the trading floor , and shops with a wide range , offering a versatile range of products in the sales rooms requiring accomodations, which are extras.

Prospects for further research. In further research is planned to analyze the movement of customers to shop and explore how it affects the planning store.

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Аннотация

Кузнецова И. А., Вишневская О.В. Классификация интерьеров магазинов. Данная статья посвящена исследованию существующих классификаций магазинов и выведению обобщенной классификации, которая поможет при дизайн– проектировании.

Ключевые слова: интерьер, магазин, классификация.

Анотація

Кузнєцова І. А., Вишневська О.В. Класифікація інтер'єрів магазинів. Дана стаття присвячена дослідженню існуючих класифікацій магазинів і виведенню узагальненої класифікації, яка допоможе при дизайн-проектуванні.

Ключові слова: інтер'єр, магазин, класифікація.