

Retail	Fit-out (Concept/Prototype Schemes)												
	<p>New concepts are essential for the retail sector, but can be challenging. Bridford Interiors succeeded in translating an American concept to Kensington High Street.</p> <p>Summary of Sector</p> <ul style="list-style-type: none"> • By its very nature the retail sector needs to continuously evolve to attract new and retain existing customers. • New concepts or prototypes are the precursor to a greater programme of works - if the prototype trades successfully and meets the clients objectives it is likely to be rolled out through the brand. • Prototype work is historically subject to change mid programme to amend specification or design to accommodate the latest requirements. • Costs are higher due to these changes that are inevitable - it is however far cheaper to trial concepts in one store than to install the wrong feature across a whole chain. • Prototype stores can be used to trial a number of different specifications and to allow for value engineering in advance of a main programme. • At this stage of development the fit-out contractors input is vital to ensure buildability of any future schemes. 												
<p>Client: Urban Outfitters</p> <p>Project Manager: Retail Project Services</p> <p>Project Manager Referee: Jim Butler</p> <p>Quantity Surveyor: Retail Project Services</p> <p>Designer: Pompei AD (USA)</p> <p>Relationship: Main Contractor.</p> <p>Number of Projects Completed: 1</p> <p>Procurement Route: Competitive tender</p> <p>Programme: 18 weeks</p>	 <p>Similar projects in this sector</p> <table border="1"> <thead> <tr> <th data-bbox="529 1608 742 1675"><u>Client</u></th> <th data-bbox="742 1608 1505 1675"><u>Brief Work Description</u></th> </tr> </thead> <tbody> <tr> <td data-bbox="529 1675 742 1742">Virgin Space</td> <td data-bbox="742 1675 1505 1742">Introduction of Internet café area in Oxford Street.</td> </tr> <tr> <td data-bbox="529 1742 742 1809">Boots</td> <td data-bbox="742 1742 1505 1809">Fit-out of new out of town store in Chester.</td> </tr> <tr> <td data-bbox="529 1809 742 1877">PC World</td> <td data-bbox="742 1809 1505 1877">Principal Contractor for a new high street format store - Barbican & Tottenham Court Road.</td> </tr> <tr> <td data-bbox="529 1877 742 1944">Sanity</td> <td data-bbox="742 1877 1505 1944">Trial stores completed in Reigate & Farnham for this Australian retailer seeking to develop the old Our Price format.</td> </tr> <tr> <td data-bbox="529 1944 742 2098">Currys</td> <td data-bbox="742 1944 1505 2098">Prototype stores completed in Staines ahead of main refit programme.</td> </tr> </tbody> </table>	<u>Client</u>	<u>Brief Work Description</u>	Virgin Space	Introduction of Internet café area in Oxford Street.	Boots	Fit-out of new out of town store in Chester.	PC World	Principal Contractor for a new high street format store - Barbican & Tottenham Court Road.	Sanity	Trial stores completed in Reigate & Farnham for this Australian retailer seeking to develop the old Our Price format.	Currys	Prototype stores completed in Staines ahead of main refit programme.
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