



THE GOAL:

1. To show the dealer the concept store options available to them
2. To educate dealers on the number of feet of concept store needed for the number of items they would like to display
3. To help the Merchandising Specialists build and set up the concept store more efficiently

WELCOME PAGE

First the user is prompted to enter their user name and password. They are then directed to the Welcome page where they are presented with 3 different of how to create their concept store.


1. Dealership Generator
2. Dealership Gallery
3. Build Your Own Dealership

VIEW MY DEALERSHIP | BEFORE & AFTER | CONTACT


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STIHL®

WELCOME TO THE NORTHEAST STIHL DEALERSHIP CREATOR


LET'S GET STARTED! PLEASE SELECT ONE OF THE FOLLOWING OPTIONS:



DEALERSHIP GENERATOR
Select the product categories you would like to represent and we'll create the STIHL Dealership that's best for you.



DEALERSHIP GALLERY
Know how many feet of store you have but aren't sure where to start? We'll show you what some optimal STIHL dealerships could look like in your footage area.



BUILD YOUR OWN DEALERSHIP
You know your store dimensions, you know exactly what you want, Click here to start building.

SITE NAVIGATION

VIEW MY STORE

If a dealer has been to the site before, his data is saved and he is able to view his store and make any edits. If this is his first time visiting, a pop up will prompt him to begin building his concept store.

BEFORE & AFTER

Shows live photography of Dealerships' Before and After

CONTACT

Northeast STIHL address, telephone and other basic contact information

OPTION 1: Dealership Generator

The user selects all product categories they would like to represent. They are allowed to select as many options as they'd like.

User is allowed to choose many section as they desire. Each selected section has a gray check mark next to it.

GENERATE DEALERSHIP
User clicks this button and is brought to the EDIT page where a suggested Concept Store has been generated including the number of feet necessary.

OPTION 1: Dealership Generator

Product categories are arranged and Concept Store footage is recommended.


EDIT PAGE

VIEW YOUR DEALERSHIP | BEFORE & AFTER | CONTACT

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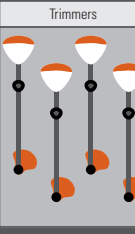

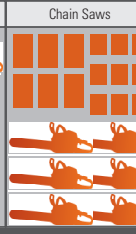
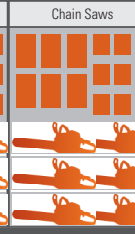
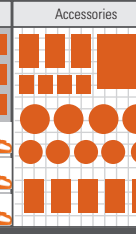
YOUR STIHL DEALERSHIP: 52' X 96' + ISLAND DISPLAYS EDIT DIMENSIONS

SIGNAGE
+ add additional signage




x remove

WALL DISPLAY
+ click and drag to rearrange display.
+ add additional feet

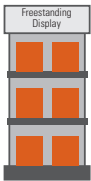
KombiSystems	Trimmers	Battery	Chain Saws	Chain Saws	Accessories
					
x remove peg board	x remove peg board	x remove peg board	x remove peg board	x remove peg board	x remove grid

COUNTER
+ add additional counter



x remove

SUPPLEMENTAL DISPLAY
+ add additional displays



x remove

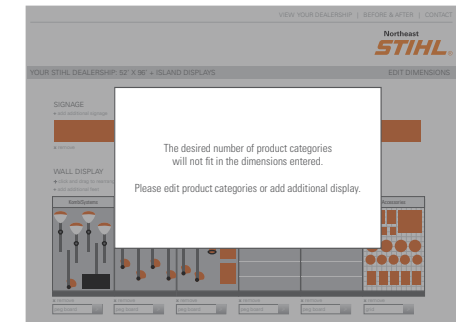
HAPPY WITH YOUR DEALERSHIP? SUBMIT YOUR CREATION TO YOUR TERRITORY MANAGER FOR REVIEW. SUBMIT

User can see the optimal way to showcase all of the product they have selected. As well as suggested feet of Concept Store.

EDIT DIMENSIONS

Allows user to change the number of feet of store.

If the user changes the store footage to an amount less than the recommended, they are served an error message prompting them to edit the display.



Users customize and edit their selections to be more specific to their dealership.

The wall display can be rearrange by simply clicking and dragging a section to the new desired location.

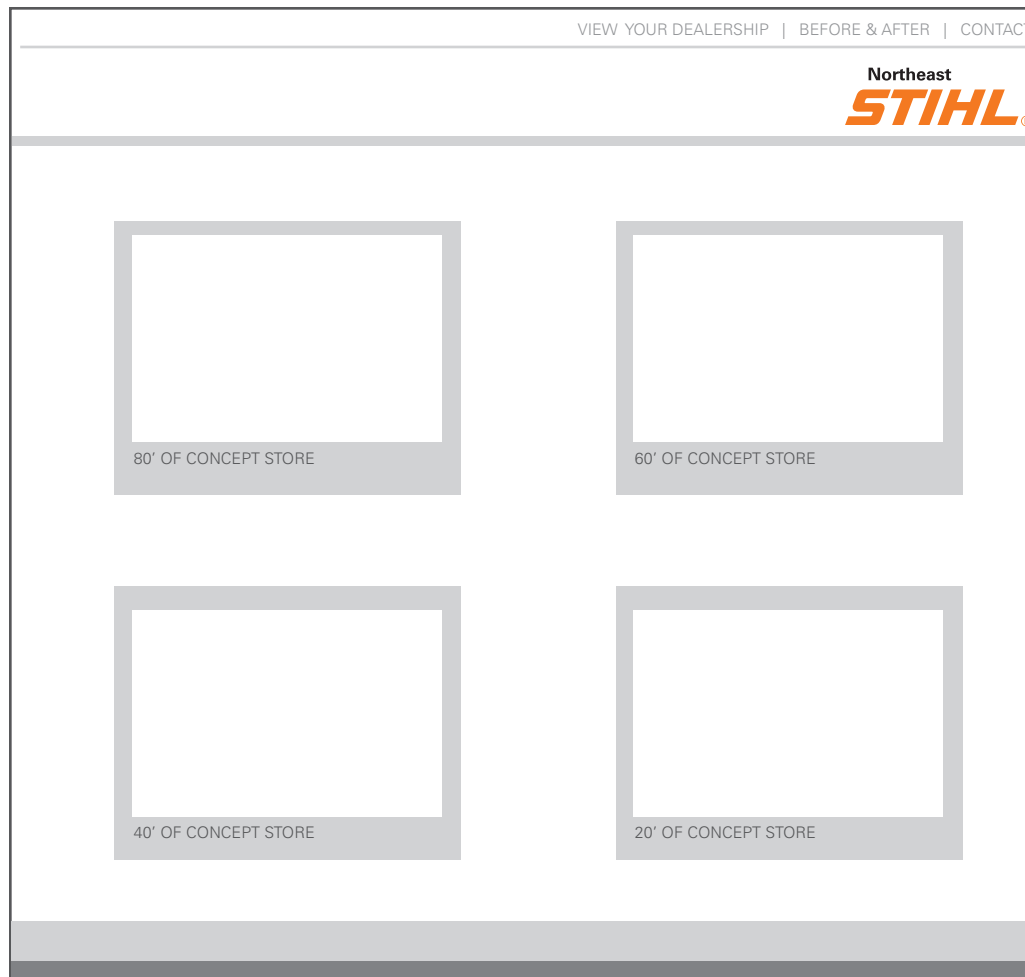
Material used for the display can be edited from pegboard to grid.

SUBMIT

Data is collected and a form is generated that can either be printed or emailed to the Territory Manager for review. Once the TM has approved, the form can then be sent to the Merchandising Specialist.

OPTION 2: Dealership Gallery

A number of various Concept Store sizes are presented to the User.



User selects prepackaged concept store. They are then brought to the EDIT page where they can customize the concept store to their dealership.

OPTION 2: Dealership Gallery

User is brought to the EDIT Page where they can customize the sample dealership they selected.

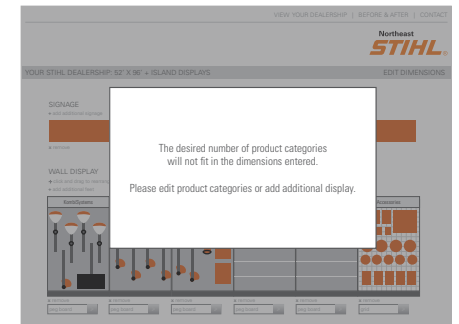
EDIT PAGE

User can see the optimal way to showcase all of the product they have selected. As well as suggested feet of Concept Store.

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SUBMIT

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OPTION 3: Build Your Own

User must first enter their dealership dimensions. Then they can select all the various display and footage they would like. They can also add counters, islands, Lista, etc...

VIEW YOUR DEALERSHIP | BEFORE & AFTER | CONTACT

Northeast
STIHL

YOUR STIHL DEALERSHIP

PLEASE ENTER YOUR STORE DIMENSIONS: Length Ceiling Height Shelf Depth

UNITS ▲

- Chain Saws
- Trimmers
- Kombi
- Blowers
- Battery
- Hand Tools

ACCESSORIES ▼

ADDITIONAL CONCEPT STORE ▼

SALES COUNTER ▼

SUPPLEMENTAL DISPLAY ▼

SERVICE COUNTER ▼

PARTS DEPARTMENT ▼

Chain Saws

4' section
+ add to concept store

Chain Saws

8' section
+ add to concept store

Chain Saws

16' section
+ add to concept store

NOTE:
Illustrations are only to represent the type of display, they are not polarograms and do not represent how product will actually be laid out in the Dealership.

SEE MY DEALERSHIP

Dealer's dimensions are used to build the basic framework of their concept store.

All of the product categories and displays available are categorized and easy for the user to find.

[SEE MY DEALERSHIP](#)
User is taken to the EDIT page to view the complete list of their selections and make any changes.

OPTION 3: Build Your Own

As the user makes a selection, the display is shown above in a preview pane.

VIEW YOUR DEALERSHIP | BEFORE & AFTER | CONTACT

Northeast **STIHL**®

YOUR STIHL DEALERSHIP

PLEASE ENTER YOUR STORE DIMENSIONS: Length Ceiling Height Shelf Depth

KombiSystems Trimmers Accessories Chain Saws

UNITS
Chain Saws
Trimmers
Kombi
Blowers
Battery
Hand Tools

ACCESSORIES
ADDITIONAL CONCEPT STORE
SALES COUNTER
SUPPLEMENTAL DISPLAY
SERVICE COUNTER
PARTS DEPARTMENT

Chain Saws 4' section
+ add to concept store

Chain Saws Chain Saws 8' section
✓ add to concept store

Chain Saws Chain Saws Chain Saws 16' section
+ add to concept store

NOTE:
Illustrations are only to represent the type of display, they are not polarograms and do not represent how product will actually be laid out in the Dealership.

SEE MY DEALERSHIP

Preview pane with selected displays. As the display grows, arrow appear for the user to scroll through.

When a section is selected, the plus sign changes to a check mark.

SEE MY DEALERSHIP
User is taken the the EDIT page to veiw the complete list of their selections and make any changes.

STEP 3: Edit Concept Store


All selected displays are together on one page for review.

VIEW YOUR DEALERSHIP | BEFORE & AFTER | CONTACT

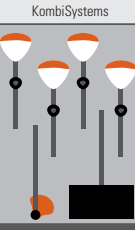


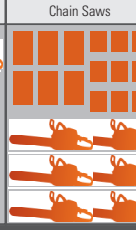
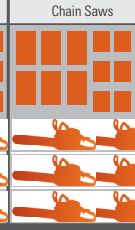
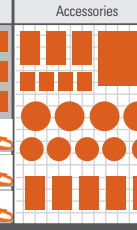
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YOUR STIHL CONCEPT STORE CREATE ORDER

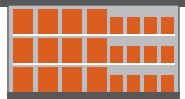
SIGNAGE



WALL DISPLAY
+ click and drag to rearrange display.
+ add additional feet

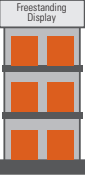
KombiSystems	Trimmers	Battery	Chain Saws	Chain Saws	Accessories
					
x remove peg board	x remove peg board	x remove peg board	x remove peg board	x remove peg board	x remove grid

COUNTER
+ add additional counter



x remove

SUPPLEMENTAL DISPLAY
+ add additional displays



x remove

HAPPY WITH YOUR CONCEPT STORE? SUBMIT YOUR ODER TO YOUR TERRITORY MANAGER. SUBMIT STORE

Users can edit their selections

Additional footage and displays can be added.

The wall display can rearrange by simply clicking and dragging a section to the new desired location.

Material used for the display can be edited from pegboard to grid.

SUBMIT STORE
Data is collected and a form is generated that can be submitted to Territory Manager for review.

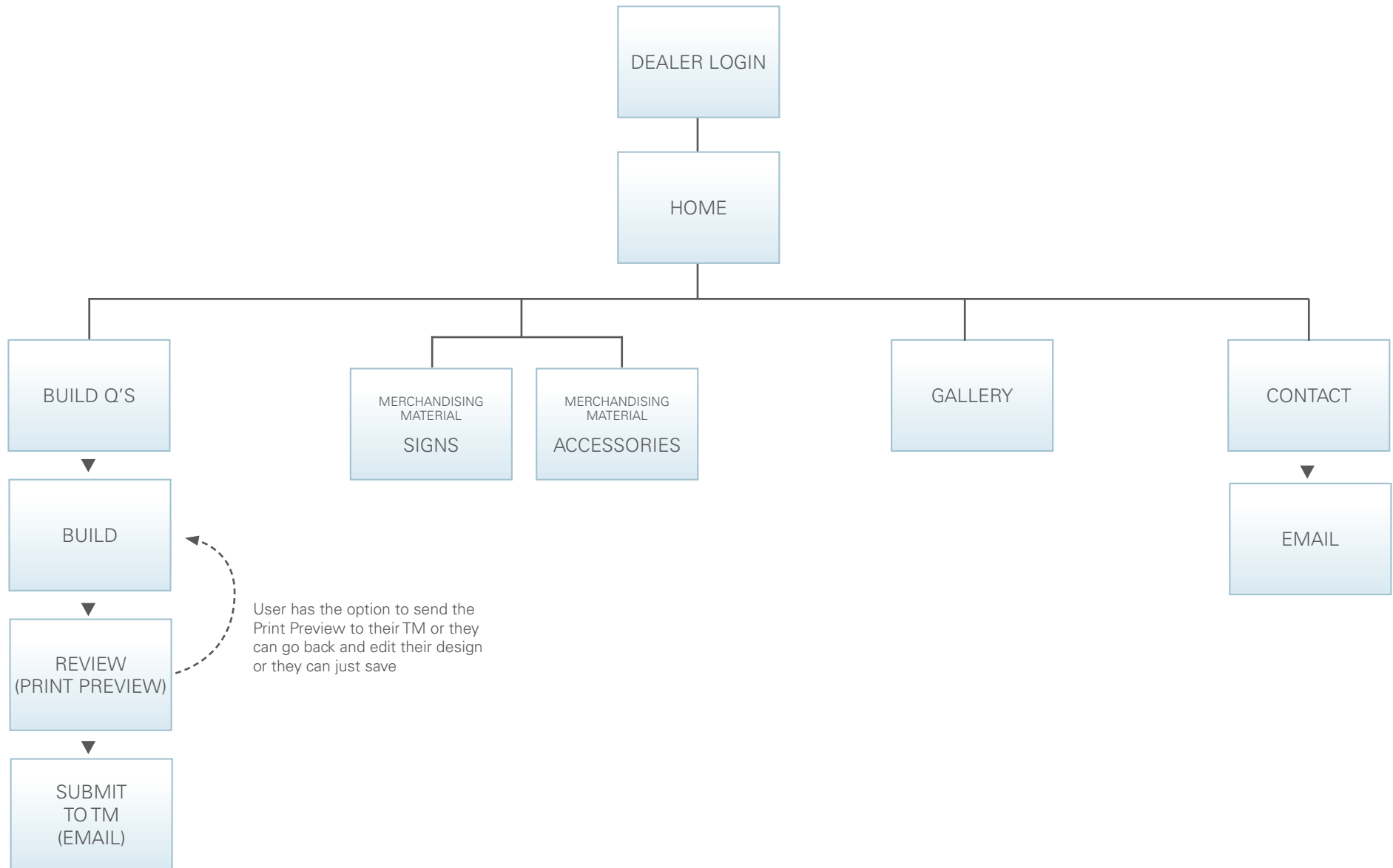
COMPLETED DISPLAY

Once the User has completed their concept store, all of the information is sent to the Territory Manager for approval. The Territory Manager will review all of the specifications and make any needed corrections before passing it to the Merchandising Specialist for installation.

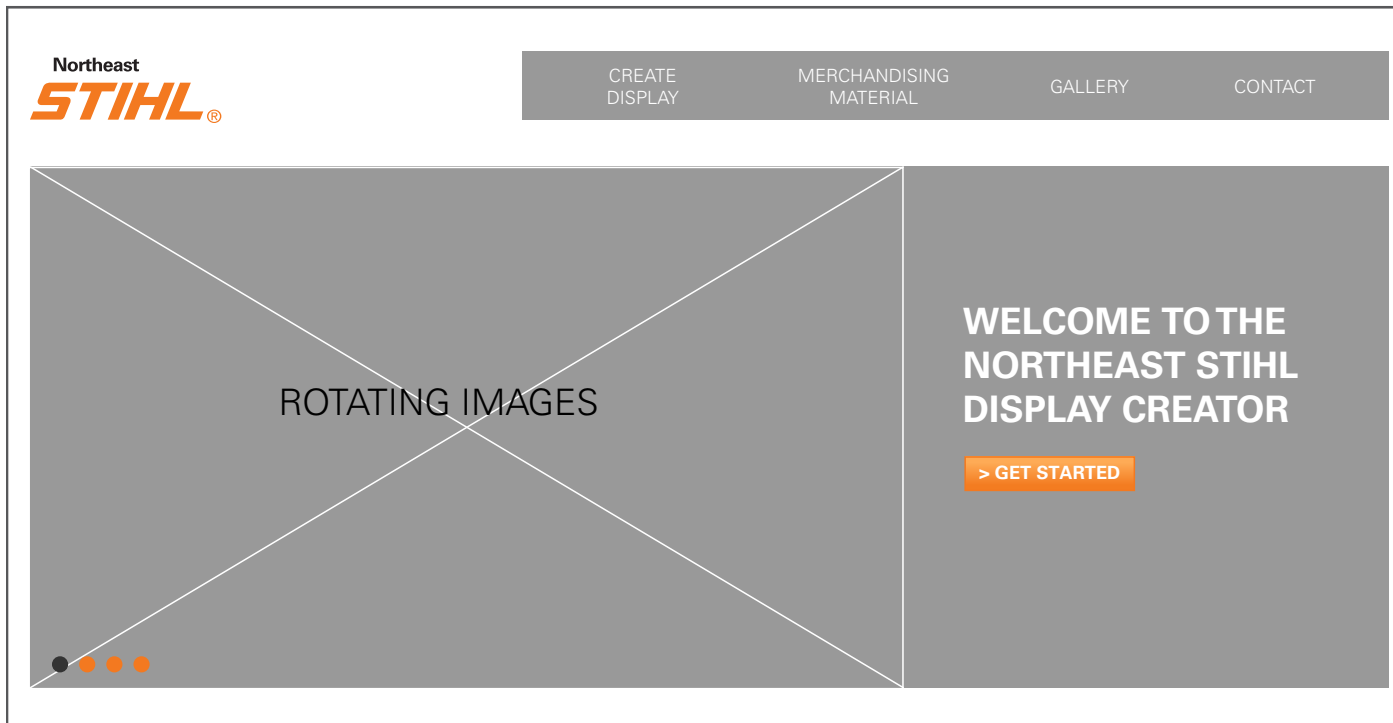
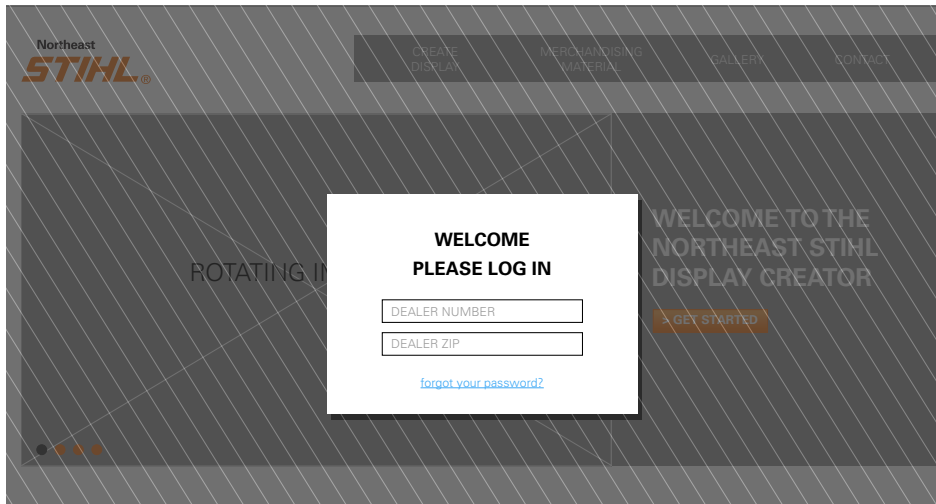


SITE MAP AND WIREFRAMES

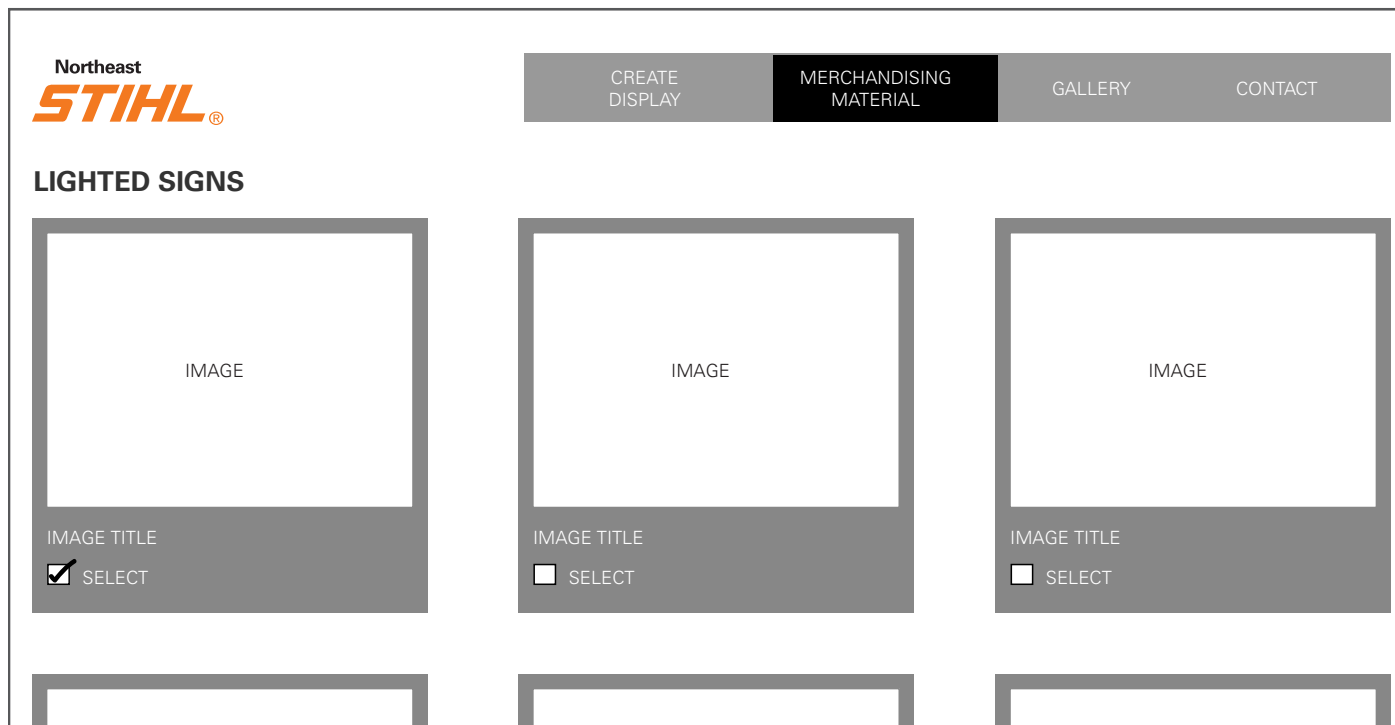
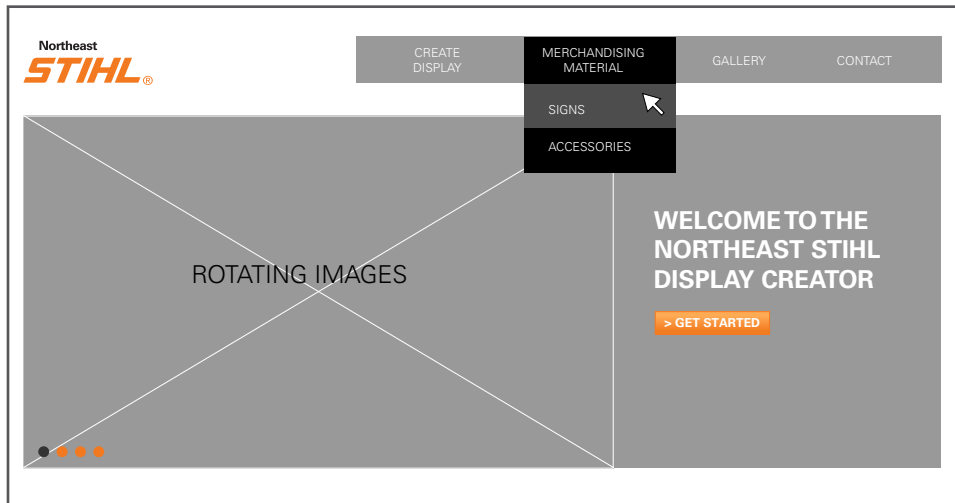
MERCHANDISING SITE MAP



HOME PAGE



NAVIGATION & MERCHANDISING PAGE



DEALERSHIP INFO & HOW TO

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CREATE DISPLAY | MERCHANDISING MATERIAL | GALLERY | CONTACT

STORE DIMENTIONS 40' 3" x 10' 2" x 4' [edit](#) [START OVER](#)

- ▶ CHAIN SAWS
- ▶ TRIMMERS
- ▶ ACCESSORIES
- ▶ BLOWERS
- ▶ KOMBI
- ▶ LITHIUM - ION
- ▶ HEDGE TRIMMERS
- ▶ ELECTRIC
- ▶ BRUSHCUTTERS
- ▶ LUBRICANTS
- ▶ INDUSTRIAL
- ▶ OUTFITTERS
- ▶ HAND TOOLS
- ▶ SUPPLEMENTAL

Before we begin:

Please enter your concept store dimensions:

LENGTH: ft in HEIGHT: ft in DEPTH

Are there any ceiling obstructions, such as slanted roof lines, duct work, etc. in your dealer ship?

Yes No

Comments

Are there any wall obstructions such as doorways, windows, radiators, support beams, etc.?

Yes No

Comments

Any additional structural comments:

Comments

Note: Dealer provides all electrical work that may need to be done.

[> DESIGN DISPLAY](#) [> PRINT](#)

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CREATE DISPLAY | MERCHANDISING MATERIAL | GALLERY | CONTACT

STORE DIMENTIONS 40' 3" x 10' 2" x 4' [edit](#) [START OVER](#)

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- ▶ LUBRICANTS
- ▶ INDUSTRIAL
- ▶ OUTFITTERS
- ▶ HAND TOOLS
- ▶ SUPPLEMENTAL

BASIC 'HOWTO' DIRECITONS

[> SAVE](#) [> SUBMIT](#) [> PRINT](#)

THE BUILD



CREATE
DISPLAY

MERCHANDISING
MATERIAL

GALLERY

CONTACT

STORE DIMENTIONS 40' 3" x 10' 2" x 4' [edit](#)

START OVER

▼ CHAIN SAWS

3' DISPLAY

4' DISPLAY

8' DISPLAY

12' DISPLAY

▶ TRIMMERS

▶ ACCESSORIES

▶ BLOWERS

▶ KOMBI

▶ LITHIUM - ION

▶ HEDGE TRIMMERS

▶ ELECTRIC

▶ BRUSHCUTTERS

▶ LUBRICANTS

4' CHAIN SAW DISPLAY
DESCRIPTION

TRIMMERS

ACCESSORIES

LITHIUM-ION

4' LITHIUM-ION DIPLAY

List of # of units display
can hold

REMOVE DISPLAY

> SAVE

> SUBMIT

> PRINT