

The logo for Margaritaville Resort Orlando is set against a background of a sandy beach and palm trees. The word "MARGARITAVILLE" is written in a large, blue, serif font, arched over the word "Resort". The word "Resort" is in a smaller, orange, cursive font. Below "Resort" is a thin horizontal line, and then the word "ORLANDO" is written in a grey, sans-serif font.

MARGARITAVILLE
Resort
ORLANDO

**GOING FROM GIFT SHOP
TO HIGH END BOUTIQUE**

Resetting the Store

“Dress for the job you want, not the job you have”



BEFORE



EMPTY



**NO DEFINED
SECTIONS**



CONFUSING

Resetting the Store

“Dress for the job you want, not the job you have”



AFTER



FULL



DEFINED



**TELLS A
STORY**

Resetting the Store

“Dress for the job you want, not the job you have”

- NEW FIXTURES. GOODBYE PLASTIC.
- DEFINED SECTIONS
- EFFECTIVE & COMPETITIVE PRICING
- BRANDING, BRANDING, BRANDING. BE PROUD!



A STORE IS A PERFORMANCE

Making Magic From Mice to Parrots

“Imagine a Store like going to see a Broadway Show. The Scenery has to look clean and inviting. The Actors should know their lines. The Audience should be engaged.”



A STORE IS A PERFORMANCE

Making Magic From Mice to Parrots

Scenery = Product

- Full/Organized
- Clean Sightlines
- Well Merchandised
- Defined Sections
- Tells a Story
- Makes a Statement



KEEP IT MOVING. KEEP IT FRESH.

A STORE IS A PERFORMANCE

Making Magic From Mice to Parrots

Audience = Guest

- Greet/Engage
- Prop & Play
- Be a Personal Shopper
- Every Guest Matters
- What is your client base?
- What could it be?



A STORE IS A PERFORMANCE

Making Magic From Mice to Parrots

Actors = Employees

- Hire a Personality
- Know Their “Lines”
- Happy Employees = Happy Guests
- They are Human
- Be Yourself
- Don’t be a Robot
- Build a Relationship
- Bust Chops...Respectfully
- Have FUN!

Your Employees are **MORE**
important than anything else
in your business





Wrapping Up

What to Take Away

A Store is a Performance

The Scenery

Keep it Moving, Keep it Fresh

The Audience

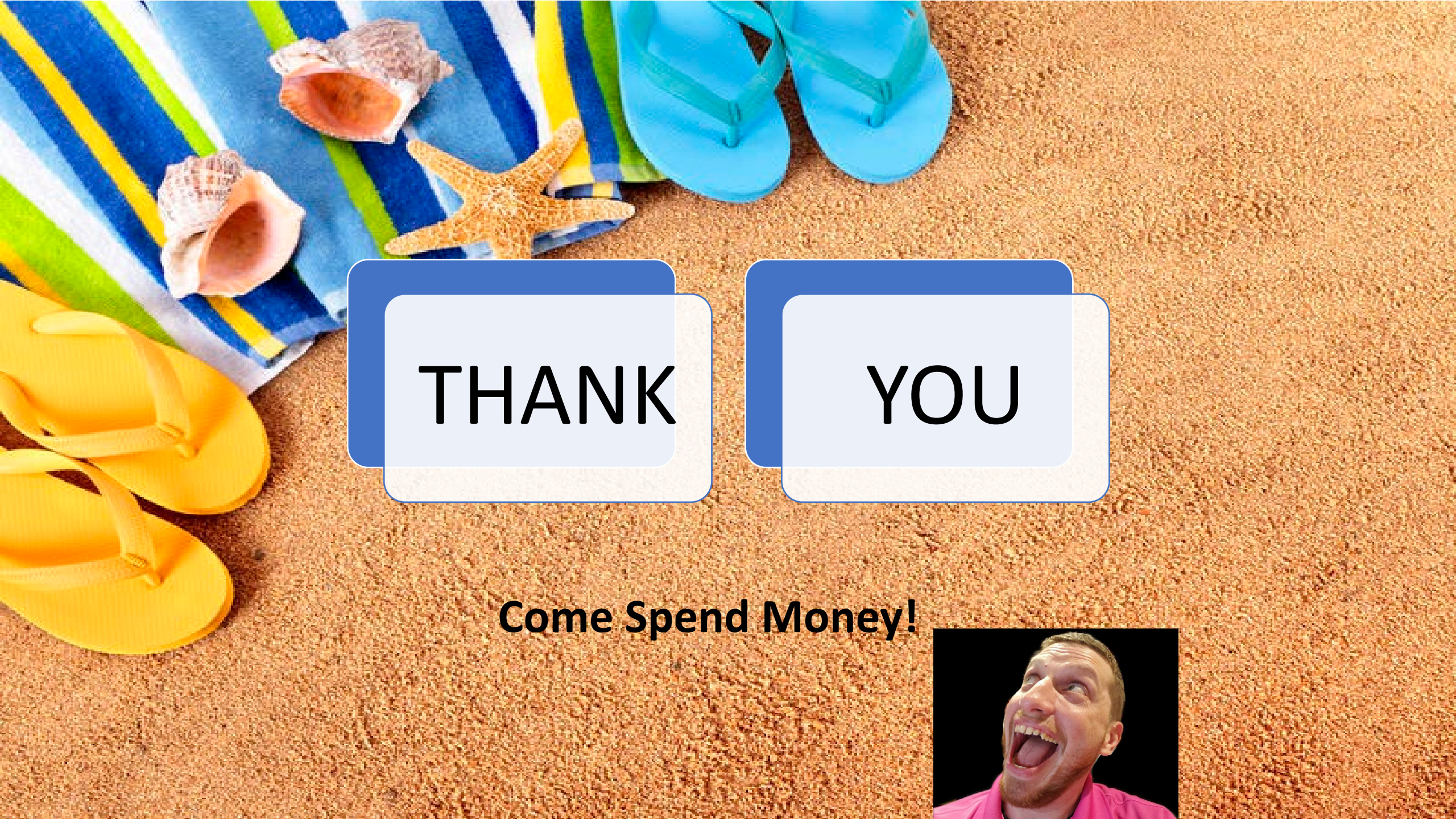
“Magic” - 110% Guest Service

The Actors

Hire a Personality

TAKE RISKS

“Do not be Afraid of Failure, Be Terrified of Regret”

The background of the entire image is a sandy beach. In the top left corner, there is a blue and yellow striped beach towel. On the towel, there are two seashells and a starfish. To the right of the towel, there is a pair of blue flip-flops. In the bottom left corner, there is a pair of yellow flip-flops.

THANK

YOU

Come Spend Money!

