

TOP 10 TIPS FOR GOOD BUSINESS FRONTAGE PRESENTATION

In the eyes of customers, perception is everything. This includes everything from the name of a business, brand and logos, the maintenance of landscape, condition of signs and the many ways your image is projected.

The following top 10 tips provide guidance to improving business presentation to make Brighton Industrial Estate a place that people feel proud of.

You only get one chance to make a good first impression. Customers perceptions are formed within the first 10 seconds of interacting with brand image and business, so let's make sure it is a positive one!

The time is NOW to create some small changes in your business, be it new or old, that will produce positive results for you, your staff, your customers and the Brighton Industrial Estate.

The simple goal is, provide a welcome mat out front and keep the mess out back!

1. WELCOME MAT OUT FRONT

Your front of house presentation is a 'welcome mat' for your customers. Provide an arrival experience that is memorable and represents the image you want associated with your business' brand.

2. OPEN FRONTAGE

Don't hide behind an ugly security fence. Providing an open frontage will allow oversight of property front during out of hours, making it safer and more attractive. Locate security fence back from the front edge of the property.

3. BUSINESS SIGNAGE

Provide clear business signage, attached to building or free standing, sharing name of business & what you do.

Sign should be large enough that it is readable by passing traffic and lit at night to get the attention of potential customers you might miss during the day.

We recommend you sign includes:

- Clear business name and branding
- Information on what your business does
- Contact details
- High contrast graphics
- Informative graphics

4. LANDSCAPE & MAINTENANCE

Small areas of landscaping and improved amenity to the front of the property will create visual appeal. Integrate staff seating areas into these areas of higher amenity. Happy staff = better productivity!

5. VISITOR CAR PARKING AREA

Do you provide visitor and disability car parking areas? Ensure these are clearly signposted for customers and ensure they are not used for staff car parking.

6. PEDESTRIAN ACCESS

It is not cool to make people walk on roadways, particularly when they are regularly used by trucks and heavy vehicles. Pedestrians need their own access to your business premises. This will create a safe environment and encourage people to get out and walk at lunchtime.

7. KEEP IT CLEAN

Keep the frontage clear of litter, rubbish and vandalism. If you have a 'smokers area' for staff, locate it to the side or back of business and provide appropriate bins for cigarette butts.

8. MESS OUT BACK

Locate 'messy' business operations to back of business, outside of line of sight. Allow space for safe collection of waste materials but locate to the side, instead of front, of the property.

9. LOADING AND SERVICING AREAS

In an ideal world loading areas should be located to the rear or side of the property away from the primary street frontage.

10. CAR PARKING AREAS

Don't hide behind a sea of carparking! in an ideal world, small visitor car parking areas are provided to the front of the building. Large areas of car parking would be better located to the side or back of the buildings.

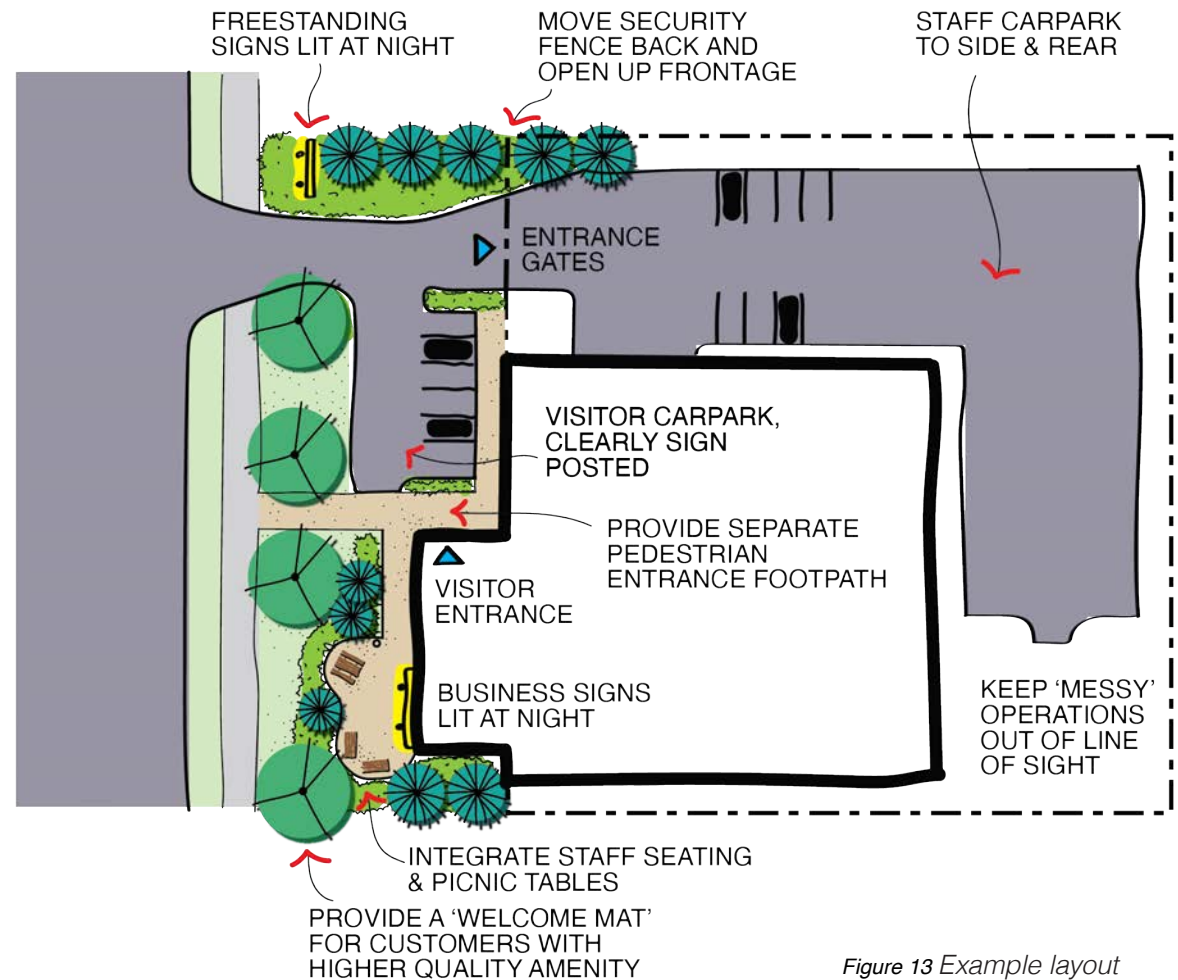


Figure 13 Example layout