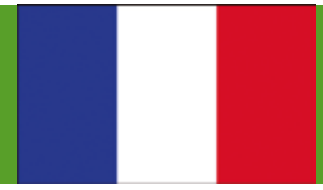




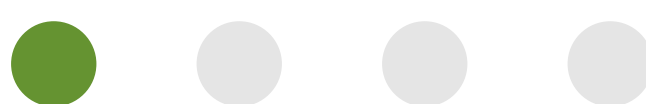
Lidl MONTAUBAN (FRANCE)



Where is it?

Lidl has been unceasingly modifying its design concept over the last three or four years (often by enriching it). We have seen the arrival of baked goods shelves, new check-out desks, new frontages etc. At Montauban, Lidl has implemented all its new initiatives and has created a pilot store. The Montauban store has been the model for the Lidl store of the future for at least the last two or three years. It is the one which has inspired all the latest renovations and future developments.

By Olivier Dauvers



HOME

Lidl MONTAUBAN (FRANCE)



What is it?



It has made radical changes to its entrances. The zones are now more open offering a wider view, and the flower selection (on sale!) welcomes customers to the store. The first display (baked goods) is intended to create the sense that it is an everyday shopping destination to attract customers on a daily basis. Lidl also bakes bread and cakes throughout the day to ensure the display is always well-stocked.

Lidl is the historic leader in hard-discount in France with 1,600 stores (while Aldi and Leader Price have around 1,000). But Lidl is starting to move away from hard-discount... In 2012, the company initiated a strategic goal to “exit hard-discount”. Avoiding becoming a supermarket like any other, Lidl is applying the three “natural” levers of commercial gentrification: the offer, its services and theatricalisation. The offering has been expanded. Above all it is being upgraded, particularly with the development of thematic

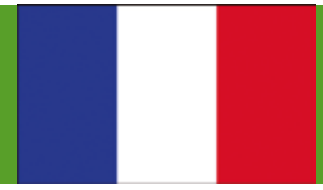
private labels: Regional flavours, Chef to Go, Deluxe, etc. The shopping experience has also been enriched at the same time. Shelves are better stocked (fruits and vegetables are delivered on a daily basis for example, which is rare in small supermarkets) and new sections are making an appearance (freshly-baked bread and pastries throughout the day). Lastly, the point of sale concept has been completely overhauled. Stores are no longer impoverished, the new Lidl is clearly fixed on the future.

By Olivier Dauvers

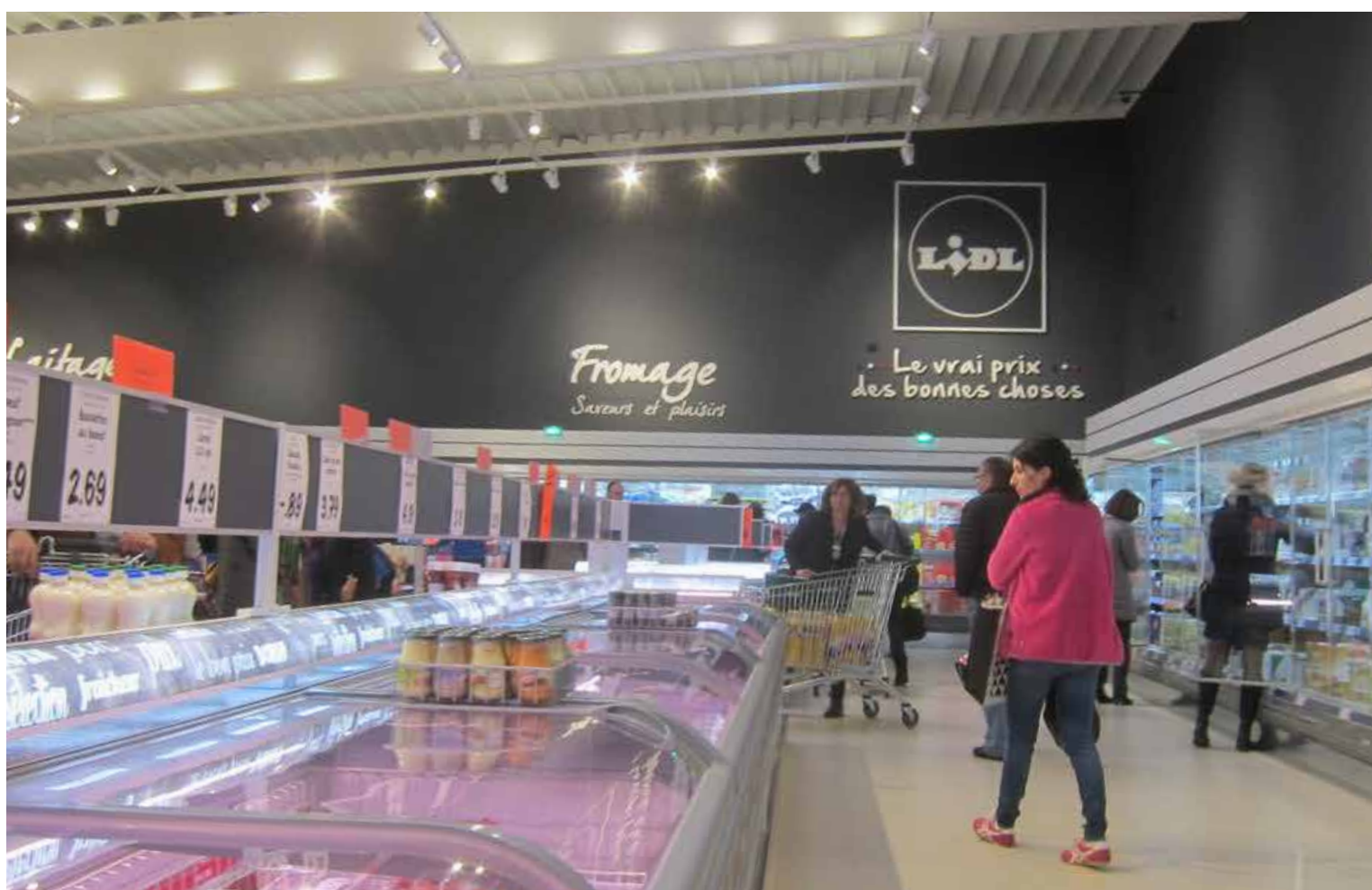


HOME

Lidl MONTAUBAN (FRANCE)

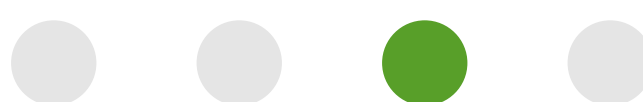


Key figures



Lidl is always looking to improve the ambience in its stores and has decided to replace strip lights with directional lighting.

By Olivier Dauvers



HOME

Lidl MONTAUBAN (FRANCE)



What is interesting about it?

We need to keep the vintage Lidl's of 2005 to 2010 in mind to properly evaluate the progress made at Montauban! While previously only price mattered (and all initiatives were judged in these terms), the priority is now the customer. And nothing is too good for the customer. Choice, lighting, selection, shopping experience etc, the "Montauban Lidl" model home has changed almost everything. This is clearly visible from the entry airlock (the first) and the presence of a coffee machine. Only the appetisers are missing! In the interior, Lidl has created a more pleasing ambience using two main colours: light wood for some of the furniture, and anthracite grey for others, and the walls in particular.

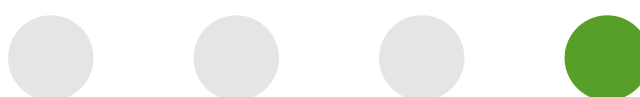


Another change is the consolidation of the offering with most shelving units having three or four levels (against two or three previously).



The wine display units illustrate this dual approach quite well. Firstly, the shopping experience has been improved and presentation is clearly better than in the past. Secondly, the merchandise policy has been improved: major wine labels have appeared, and not only during special promotions. In this sense, Lidl has come a very long way from being a hard-discount store!

By Olivier Dauvers



HOME