

# on the dot

Red Dot Stores

SPACE  
TO  
GROW



**masterplanners**  
retail + commercial fitouts



# red dot stores

Design and Construct

SPACE  
TO  
GROW

With over 50 locations throughout Western Australia, Masterplanners' has worked closely with Red Dot for over 25 years to develop and implement standards to roll out into their stores state wide.

With such a vast social, economic and demographic range that exists throughout Western Australia, our challenge was to design and build retail stores suitable per location whilst maintaining already established design standards or re-evaluating and developing new standards to ensure cost effectiveness. The end result is consistency in Red Dots' brand identity and offer throughout each retail shop, ensuring consumer satisfaction and expectations are met always everywhere.



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