



MJ's Premier increased in size from 700sq ft to 2,000sq ft in a four-week refit that was years in the planning for owner Justin Whittaker



My advice to retailers approaching a refit is you can never have too many opinions; be open to take advice from different areas."

For Leicester retailer Meeta Raja, the refit process was a completely new experience but an essential one, too. Just 11 months ago, Meeta took over a tired newsagents in the heart of a local community on Oronsay Road, Leicester. With advice from the Best-one symbol group she set about completely revamping the store.

"The store was a dump when we took over, to be quite frank," explains Meeta. "We had amazing support from Best-one and our suppliers. They helped us to re-merchandise the whole store, came up with a planogram for the layout, and provided a fascia and all the signage, while the contractors worked tirelessly to get the store to how it looks today. We paid for everything else, including the labour to do the work. It was quite expensive."

Shopper missions were at the centre of Meeta's vision. "Our key focus when carrying out the refit was to make shoppers' missions a priority. We wanted to give our shoppers a great experience when they walked →