



Small Shop Design Decoration Education: Ling Sum Raan Limited Partnership

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Abstract

This objective of a creative design work was to explore the design and decoration approaches for small retail shops or kiosks and to propose design recommendations for the kiosk of the business establishment, Ling Samran Limited Partnership, within the context of the retail space at Mae Fah Luang International Airport in Chiang Rai Province. The creative design process is divided into five steps. 1) Researching information about the brand and the business establishment, Ling Samran Limited Partnership. 2) Studying concepts and theories related to the design of small retail shops or kiosks. 3) Engaging in the creative design process. 4) Designing and creating 3D model renderings using 3D design software. 5) Summarizing the results and providing recommendations for the design and decoration of the kiosk for Ling Samran Limited Partnership.

The outcomes of this creative design work include a kiosk design concept that incorporates the unique identity and characteristics of the brand to communicate its image effectively. The design style chosen is a "Minimal and Fun Vibe," harmoniously integrating a monochromatic or natural warm colour palette, including soft colours such as cream and white, contrasted with shades of rich beige-gold. This reflects simplicity, with the beige-gold shade symbolizing natural elements that enhance the aesthetic appeal. On the right side of the kiosk, there will be a large iconic sculpture of a Lava Stone and a Banana, representing the brand's primary ingredient and the innovative method of grilling bananas on lava stones. This feature serves to attract the attention of passersby, acting as a strategic marketing communication tool. Additionally, the Lava Stone sculpture can serve as a seating area for customers, while the Banana sculpture functions as an information center, providing details about the menu, promotional news, and housing a cooking area with a smoke extraction system. This ensures the retention of the signature aroma of "Ling Samran Grilled Bananas" without disturbing passengers inside the terminal. The kiosk's space is clearly defined from adjacent shops by laying wood-patterned vinyl tiles in a lava stone shape, reinforcing the distinctive identity of Ling Samran Grilled Bananas.

Keywords: Kiosk, Identity Design, Small Retail Shop Design



Introduction

Currently, the number of entrepreneurs is on the rise, driven by changes in societal conditions and government policies that emphasize the promotion and support of entrepreneurship at all levels of business. As a result, entrepreneurs play a vital role in driving the nation's economy. At the regional level, SMEs (Small and Medium Enterprises) are primarily involved in the agricultural industry, producing and processing local raw materials. SMEs are thus considered the backbone of the overall national economy.

In the current environment of intensifying business competition—whether in terms of 1) Quality, 2) Price, or 3) Technology—entrepreneurs must adapt by incorporating knowledge from various disciplines to enhance organizational efficiency and improve competitiveness. Ling Samran Limited Partnership is an SME in Chiang Rai Province that aims to develop its brand to increase recognition and differentiate itself from competitors by clearly defining its identity and expanding its product outlets through the establishment of small retail shops or kiosks. The goal is to facilitate product sales, create a distinctive and aesthetically pleasing store environment, and enhance customer access to goods and services. The overall atmosphere should be suitable for the retail space within Mae Fah Luang International Airport in Chiang Rai Province, catering to a diverse group of customers. This creative design project aims to identify strategies for brand image enhancement and to propose design concepts for small retail shops or kiosks that reflect the unique identity of Ling Samran Limited Partnership within the context of the retail space at Mae Fah Luang International Airport. The design will emphasize creativity and communication through design methods that enable competitive differentiation and sustainability in the market. Based on these reasons, the researcher is interested in studying the design and decoration approaches for small retail shops, with a case study of Ling Samran Limited Partnership.

Objectives

1. To explore design and decoration approaches for small retail shops or kiosks for Ling Samran Limited Partnership.
2. To propose design and decoration recommendations for small retail shops or kiosks for Ling Samran Limited Partnership.

Concepts and Theories

1. Concepts and Theories on Corporate Identity

Corporate identity refers to the identity of an organization, developed through a systematic design process that aligns with the business objectives. The design of a brand's identity includes the systematized use of 1) logos, 2) typography or fonts, 3) colours 4) imagery, and 5) shapes and forms, which together shape the organization's image to meet its vision (Waranya Kaewthum, 2017). Corporate identity serves to create a memorable relationship between products and services and their target consumers. Additionally, corporate identity involves the structured and clear communication of the organization's image, fostering unity and mutual understanding within the organization among its employees and customers (Sahaphop Halamchiak, 2016).



2. Corporate Identity Design

2.1 Logo: A logo is a symbol or trademark that represents an organization and can convey certain core values in a way that reflects the personality and status of the organization.

2.2 Font/Typography: Typography functions similarly to images in conveying meaning and establishing the personality of an organization. Fonts can be selected from existing typefaces or custom-designed, with specifications for the number of typefaces, their weight, and the creation of a typographic system to ensure appropriate use across various formats.

2.3 Colour Scheme: One of the most crucial elements in helping people recognize an organization is its colour scheme, with over 80% of recognition attributed to it. The precise selection of colours and colour codes is essential for consistent application.

2.4 Image: Images play a key role in making the corporate identity more engaging. This can be achieved by using similar shapes with subtle variations or by emphasizing key messages through guided imagery. The style of all images, including photographs, illustrations, and animations, should be consistent with the organization's personality and appropriately suited for each occasion.

2.5 Shape & Form: Shapes can include geometric forms like circles, triangles, and rectangles, as well as organic forms inspired by nature. These shapes can be used to reinforce the organization's identity.

3. Concepts of Rebranding Strategy

Rebranding is a strategy for altering or improving a brand's image. This strategy involves changing the brand's identity from its previous image, which may have been inappropriate or failed to resonate with the target audience. When the brand's communication does not achieve its objectives or effectively convey its message, the brand's position in the consumer's perception may not align with the organization's goals. The rebranding process typically occurs after a business has been operational for a period of time. Rebranding can be defined as a strategy or process of modifying or changing a brand's image when the existing image fails to effectively communicate or create the desired awareness between the company and its target consumers. In such cases, the organization must seek new strategies to present a fresh brand image that can once again capture the consumers' attention (Tarika Sirichai, 2018).

4. Principles of Retail Design

Retail design refers to the architectural characteristics and interior design of small retail stores. The primary objective is to efficiently manage the space to facilitate product sales. This involves using design concepts and creativity to maximize effectiveness by carefully planning the store layout, optimizing space utilization, and strategically positioning elements within the store to ensure smooth traffic flow and efficient operations. Additionally, the interior atmosphere should create a positive and memorable experience for consumers.

Key considerations in the retail design process include designing the usable space to align with the type and style of the products and services offered. Furthermore, selecting appropriate materials is crucial for presenting the organization's image effectively (Piyawan Pinkaeo and Patchariyaporn Puengpak, 2022).

Summary of the Creative Design Process

1. Analysis of the Spatial Context: Retail Stores within Mae Fah Luang - Chiang Rai International Airport Based on a study of customer satisfaction at Mae Fah Luang - Chiang Rai International Airport (Saengduean Ongsaenkham, 2018), it was found that: 1) The variety and adequacy of retail stores and restaurants within the airport were satisfactory. 2) The pricing levels of products and services within the airport were considered appropriate. 3) Store owners and operators within the airport were polite and had good interpersonal skills. However, the overall satisfaction in these three concepts showed the lowest average scores. The study suggests that Mae Fah Luang - Chiang Rai International Airport should emphasize the importance of customer service, friendly interactions, and offering quality products at reasonable prices. Additionally, it should ensure that there is a sufficient variety of products available to meet customer needs. This information can be utilized in the design and decoration of the small retail store for Ling Samran Limited Partnership.



Figure 1: The Process of Spatial Context Analysis for Retail Stores within Mae Fah Luang - Chiang Rai International Airport
Source: www.easy-travelworld.com



The Results of the Creative Design Process are divided into three parts as follows:

Part 1: Brand Image Rebranding Strategy

This involves developing a new brand image by evolving the existing logo to better communicate with a new target audience. The aim is to present a refreshed brand image that can more effectively captivate and engage consumers.



Figure 2: Results of Brand Image Rebranding
Source: Saran Hema, 2024

Part 2: Design and Decoration Results for the Small Retail Store

The design and decoration concept for the kiosk features a "Minimal and Fun Vibe" style, utilizing a monochromatic colour scheme with warm, natural tones such as soft colours, cream, and white, contrasted with rich gold hues. These colours reflect simplicity and gentleness, evoking the natural world and enhancing the visual aesthetics. The rich gold shade is one of the key colours for 2024.

On the right side of the kiosk, there is a large iconic sculpture of Lava Stone and Banana, designed to communicate the brand's main ingredients and the innovative use of lava stone for grilling bananas. This element not only attracts attention from passersby but also serves as a check-in point for customers, contributing to the marketing strategy. Additionally, the Lava Stone sculpture can function as a seating area, while the Banana sculpture serves as an informational point, providing menu details, promotional news, and including a cooking area with a ventilation system to maintain the distinctive aroma of "Grilled Banana Ling Samran" without disturbing passengers. The use of rubber flooring with a lava stone pattern delineates the kiosk's space from other stores, reinforcing the brand identity of Grilled Banana Ling Samran from Ling Samran Limited Partnership.

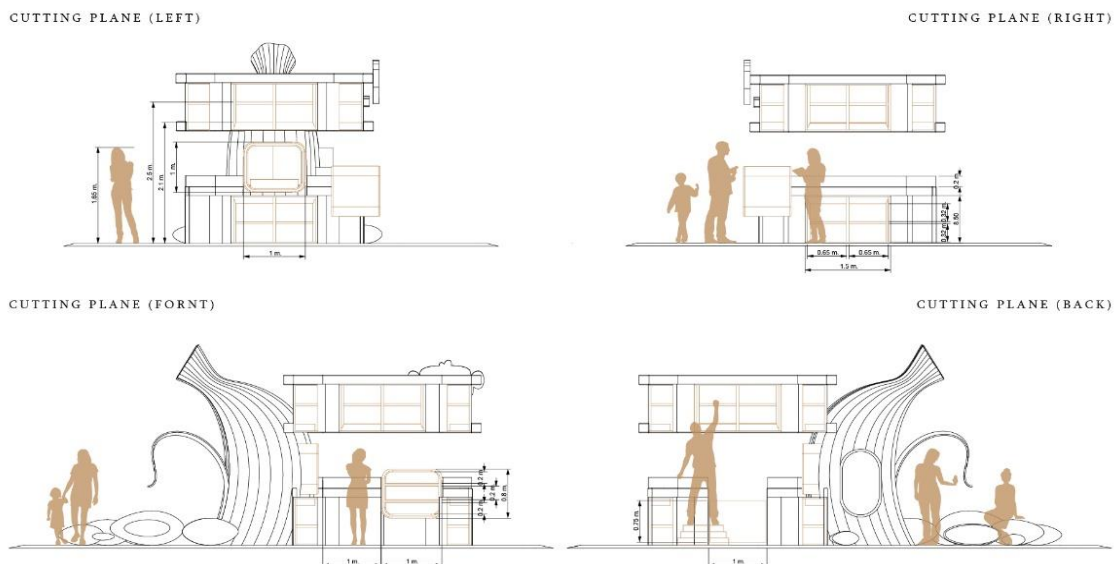


Figure 3: View of the Kiosk for Ling Samran Limited Partnership
Source: Saran Hema, 2024



Part 3: Zoning and Spatial Relationships for Activities and Processes within the Store

The store is divided into five zones, labeled A-E, as follows:

Zone A: The process of stocking store ingredients. The store's ingredients are categorized into two types:

Dry/Material Ingredients: Items such as product bags, paper cups, skewers, plastic cups, and straws.

Fresh Ingredients: Items such as bananas (bunches), sweet potatoes (packs), and banana dipping sauces (bottles). Fresh ingredients are stored in a refrigerator.

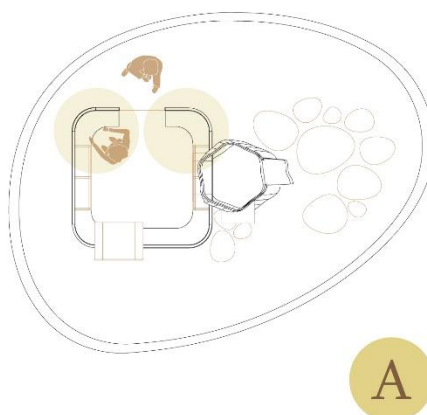


Figure 4: Zoning - Zone A
Source: Saran Hema, 2024

Zone B: Ingredient Preparation Process for Grilled Banana Menu

When ingredients arrive at the store, staff clean and peel the bananas, then place them in containers and store them in the refrigerator. For the sweet potato menu and beverage menu, the ingredients are pre-processed by the manufacturer. Sweet potatoes come in packaged form and can be immediately used for baking and sale. Beverage ingredients are supplied in barrels for use in the slushy machine.

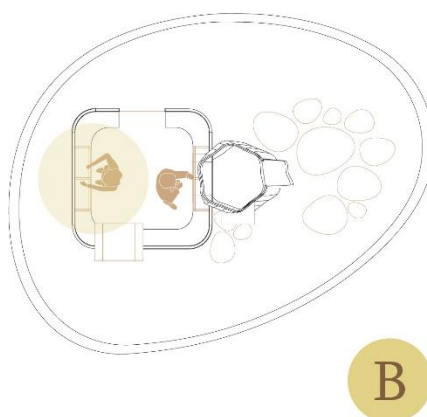


Figure 5: Zoning - Zone B
Source: Saran Hema, 2024

Zone C: Banana Grilling and Sweet Potato Baking Process

Staff take the bananas out of the refrigerator and place them in a hot air oven, then grill them on an electric stove with volcanic stones. For the sweet potato menu, ingredients are taken out of the pack and placed in the hot air oven. Both menu items are served in paper cups for sale.

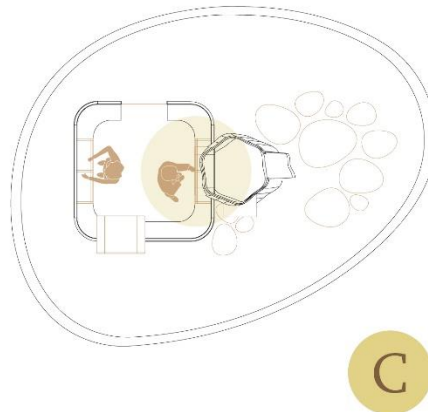


Figure 6: Zoning – Zone C
Source: Saran Hema, 2024

Zone D: Order Taking / Payment / Product Delivery Process

Staff responsible for taking orders, processing payments, and delivering products are stationed at the front of the store. Both staff members can switch roles and cover for each other as needed.

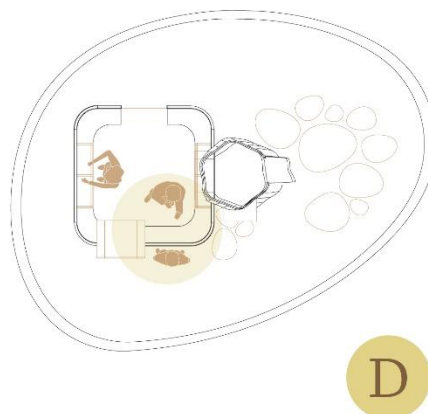


Figure 7: Zoning - Zone D
Source: Saran Hema, 2024

Zone E: Kiosk Storage Shelves

The kiosk has a total of six storage points:

- Two shelves at the lower part of the kiosk for heavier equipment.
- Four shelves at the upper part of the kiosk for dry ingredients, packaging, and lighter

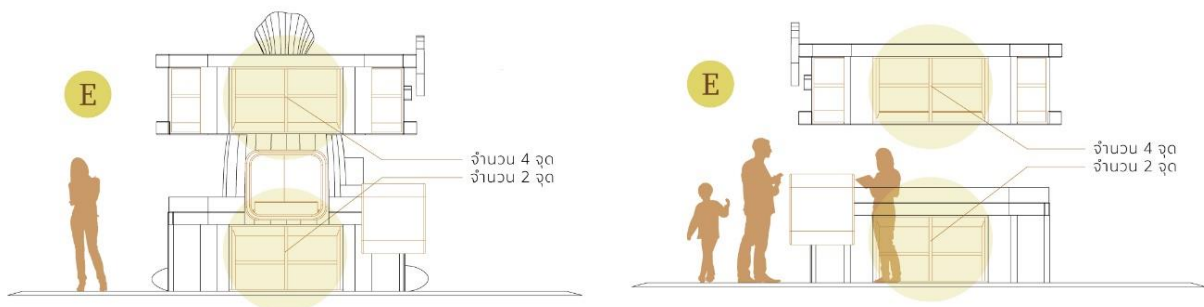
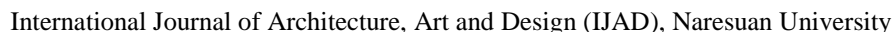


Figure 8: Zoning - Zone E
Source: Saran Hema, 2024



1. Kiosk (Left Side) includes the following functional areas:

Located at the front of the kid

1.2 Kitchen/Preparation Area

1.3 Storage for Ingredients and Products

Located in the middle of the left side of the kiosk, this area includes:

- cutting plane(left)

left

layout & function

แผนผังการจัดวางอุปกรณ์
และการใช้งานพื้นที่ก่อสร้าง

 - **Kiosk (โต๊ะขาย)** ประกอบด้วยโต๊ะยืนที่ใช้งานได้ 1. พื้นชั้นบนของอาคาร
คัตตอน / ชั้นบนของอาคาร 2. พื้นที่สำหรับประกอบอาหาร 3. พื้นที่จัดเก็บ
วัตถุดิบ ชั้นล่าง และจุดบริการอื่นๆ
 - **พื้นที่รับของอาหาร / คัตตอน / ชั้นบนของอาคาร** อยู่บริเวณข้างด้านซ้ายของ
พื้นที่สำหรับประกอบอาหาร (พื้นที่สำหรับประกอบอาหาร) พื้นที่สำหรับประกอบอาหาร
สำหรับรับของอาหาร และพื้นที่สำหรับให้บริการลูกค้า
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อาหาร (พื้นที่สำหรับประกอบอาหาร) บริเวณชั้นบนของอาคาร (พื้นที่สำหรับประกอบอาหาร)
ของพื้นที่สำหรับประกอบอาหาร (พื้นที่สำหรับประกอบอาหาร) บริเวณชั้นบนของอาคาร (พื้นที่สำหรับประกอบอาหาร)
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 - **พื้นที่สำหรับบริการลูกค้า** อยู่บริเวณข้างด้านซ้ายของพื้นที่สำหรับประกอบอาหาร (พื้นที่สำหรับประกอบอาหาร)
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Figure 9: Layout of Equipment and Usage Areas for the Kiosk (Left Side)
Source: Saran Hema, 2024

2.1 Product Display Cabinet

Located at the front right of the kiosk, this area is designed for displaying additional brand products. It follows the Golden Zone principle, considering eye-level placement, with three staggered shelves and lighting. There is also a bar stool for staff to adjust their posture.

Situated in the middle of the right side of the kiosk, this area is designated for food preparation and ingredient handling. The floor is covered with soft white tiles for easy maintenance, and there is a food waste disposal chute connected to a waste bin below to ensure cleanliness. Adjacent to the product display cabinet is the slushy machine and a storage space below for ingredients.



2.3 Storage for Ingredients and Products

Located in the middle of the right side of the kiosk, this area includes one lower section for heavy items like kitchen equipment and one upper section for dry ingredients, packaging, processed products, and other items. There are two upper storage spaces at the front and back of the right side, designated for dry ingredients, packaging, and other processed goods.



Figure 10: Layout and Usage of Equipment and Space in the Kiosk (Right Side)
Source: Sarun Hema, 2024

Summary of Design Results

1. **Sculpture:** On the right side of the Kiosk, there is a large iconic sculpture of Lava Stone and Banana. This sculpture aims to convey a representation of the main ingredients of the store and the innovation of grilling bananas using lava stones. It attracts the attention of passersby and serves as a check-in point for customers, which is also a marketing strategy. Additionally, the Lava Stone sculpture can serve as a seating area for customers.

2. **Homemade:** The Banana sculpture functions as a cooking station with a grill for bananas using volcanic stones (lava stones), equipped with a smoke extraction system. This setup preserves the brand identity of "Grilled Banana Ling Samran" by providing fresh and delicious offerings without causing odors inside the passenger terminal. At the front of the Kiosk, there is a product display case designed according to the Golden Zone principle, considering eye level. It features three graduated shelves with lighting, ensuring that products are always fully displayed to create a fresh appearance and encourage customer purchases.

3. **Friendliness:** On the left side of the Kiosk, the space is kept open with a high clear glass partition, allowing passersby to view inside the store. This design element lets customers observe the process of grilling bananas with volcanic stones (lava stones), showcasing the special and meticulous care in every step. It also reduces the gap between customers and the brand, making the brand feel more accessible. Additionally, the Banana sculpture functions as an information display, providing menu details and promotional updates via an LED screen that fits the design. This screen rotates with graphics and content related to the brand.



Figure 11: Overall View of the Kiosk, Ling Samran Co., Ltd.
Source: Saran Hema, 2024

Recommendations

1. It is suggested to evaluate the design results based on consumer feedback.
2. For those interested in applying creative design results like this, it is recommended to study and analyze additional variables related to small retail design, such as materials used and colour selection. This will help achieve a kiosk design that is well-suited to business owners, meets the needs of target consumers, and attracts customers.



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