

WINNING  
PHARMACIES  
HAVE  
A HISTORY





## THE MOBILM SPECIALITIES IN

Enhancing the customer's experience and benefiting your return on investment. Expertise that has been setting standards for 40 years, in France and in Europe: Marketing Consultants - The Creation of commercial architecture - Shopfitting - Flow Management - Merchandising - Optimising the commercial effectiveness of space.

### MOBILM HEALTH

HEALTH ESTABLISHMENTS DESIGNED FOR CUSTOMERS

A solution specially conceived for independent professionals and groups in the fields of pharmacy, health-care products and health (opticians, veterinary surgeries, etc).

### MOBILM STORE

SALES PREMISES DESIGNED FOR CUSTOMERS

An open-minded approach to independent professionals and distribution chains: clothing, footwear, restaurants, luxury and specialist food retailers.

## RETURN ON INVESTMENT THE KEY

Consumers have changed. They are more demanding, more fickle, looking for meaning and landmarks.

And the pharmacy profession has changed too - more competitive, more complex, more subject to marketing.

Today, the cost-effectiveness of the sales area is crucial. The return on investment of the pharmacy layout is a key factor for success.

## HOW TO MAKE YOUR PHARMACY A UNIQUE PLACE

Having a successfully laid-out pharmacy means going beyond the conventional function of the old fashion chemist. **MOBILM's speciality** is to make your new pharmacy into a distinctive commercial area, **a unique place, which can create a durable professional link** between your customers and you.

Your customers will feel at ease and shop confidently. They remember this impression and will come back again. They appreciate your pharmacy and will recommend it.

To discover this unique feeling, we create to your specifications on **the basis of utility and pleasure.**



# THE **M**MATRIX

## MOBILM'S EXCLUSIVE METHOD FOR SHAPING YOUR CUSTOMERS' EXPERIENCE EFFECTIVELY

### THE PURPOSE

MOBILM's contribution is focussed principally on five essential factors. All are designed and implemented to serve **the commercial effectiveness** of your pharmacy.

### THE IDENTITY OF THE POINT OF SALE

A key factor and primary symbol of **difference** and **value**.

### THE GENERAL LAYOUT OF THE SPACE

The architecture of the space is defined so as to optimise the management of client movement. To do this, MOBILM identifies the **main core** and the peripheral areas. The logic of **how the space** works is organised around structured areas and transient areas. These areas are linked together and conceived to suit the concept of your pharmacy and to stimulate **movement** through the available space.

### COUNTER FURNISHINGS

The service counter is the epicentre of your pharmacy, where the relationships of **advice** and the delivery of products are focussed. MOBILM pharmacies are renowned for the **creativity** and **ergonomics** of their counter units.

### SHELF FURNISHINGS

At the heart of your sales space, your shelving carries the thrust of impulse buying. With MOBILM solutions, you reconcile the efficacy of your shelving and the optimisation of your shopfitting budget.

### MERCHANDISING

Beauty creates beauty: that is the **chameleon effect**. And beauty sells goods. With MOBILM, merchandising goes beyond the level of simple attractiveness to become an **efficient selling machine**.

### PLEASURE

Because everyone functions on two levels – the rational and the emotional, and because "cold" utility doesn't work, it is necessary to combine functional logic with **"the pleasure dimension"**. To every aspect of its work, MOBILM brings much more than practical skill: it is the ability of our design teams to create **an emotional plus** at each stage of our work which will make your pharmacy unique.



### THE CONCEPT

This means designing something **original**, which shapes the exclusive personality of your shop and its brand identity.

### ATTRACTION

Creating a space that arouses and appeals to your customers' senses means designing a real **experience for the customer** which attracts and impresses itself favourably and durably on the memory

### RELATIONSHIPS

The **facilitating** of choice, advice and purchases, and the creation of empathy between you and your customers means making them want to **permanently "adopt"** your dispensary as their first port of call for all their health needs.



## THE THREE PHASES OF MOBILM'S WORK

### MISSION

Firstly, an **active phase of listening** to the expression of your needs and desires, to identify the key values which will determine your project.

### MANNER

The conceptual phase of the process, to translate the central value of the project into a **point of sale concept** and to create it within your available space.

### MOVEMENT

For the service of client **the creation of the concept**, giving it structure and shape, to generate and orientate the movement of clients through your pharmacy.



# PHARMACY SUCAET RENOVATION

LINKEROEVER  
BELGIUM

## THE PROBLEM

How to provide greater well-being for the customer and the team in this local pharmacy. The space needed to become more commercial, younger and more dynamic, but without aggressiveness, to maintain friendliness and closeness to the customer.

## MOBILM'S RESPONSE

**THE CONCEPT** The external architecture, massive and unadorned, immediately establishes confidence by its rigorous appearance, underlined by the grey of the façade and the red fascia.

**ATTRACTION** The stylised letter 'S' of SUCAET was the point of departure for the project. It represents a graphic line, copied both in the internal architecture and in the visuals of the pharmacy and its logo. Accentuated by the contrast of colours, the curve symbolises movement and helps the customer find his way through.

**THE RELATIONSHIPS** The display space in the self-service area was increased in order to expand the stock and its visibility. The space is designed for a pharmacist who is active and close to his customers. The back office was set out with flexibility in mind, to maintain permanent contact between the team and the customer. The counters, structured, graphic and well-lit, symbolise and encourage the advisory relationship.



MORE PHOTOS OF THE SUCAET PHARMACY ON  
[www.mobil-m.com](http://www.mobil-m.com)



*My local chemist's has really changed. The people haven't altered, but I find they're more relaxed and have a lot more time to advise me. That's the main thing, isn't it?*

**Madame SCHOORENS**  
Linkeroever, ANTWERP

# PHARMACY BARRE FOURCADE EXTENSION

BOULAZAC  
FRANCE

## THE PROBLEM

How to express a formal vision of the profession of "health adviser", around herbal therapy and medicine. The enlargement of this pharmacy needed to increase the sales area, create consistency between complex spaces, and give a soul to the place as a whole, within a restricted budget.

## MOBILM'S RESPONSE

**THE CONCEPT** The exterior was treated in a contemporary spirit, to form a coherent shell. Inside, the curves and the organic shapes contrast with the industrial appearance of the building. The hanging mobiles in the shape of pebbles, the curved walls, the arabesque, the green and the original typeface all express the idea of energy drawn from nature.

**ATTRACTION** The key feature of the project, the furnishing of the herbal medicine area, summarises the interior concept. This reception and consultancy area is designed like an "organic cell". Conversely, the dispensary expresses a medical atmosphere, neat and businesslike with its straight lines and its illuminated glass counters.

**THE RELATIONSHIPS** Everything has been arranged to make it easy to pass from one world to the other. The stained concrete floor, very economical, unifies the two areas. The customer's progress is made easy by curved forms which create a constant movement, without bottlenecks.



The new BARRE FOURCADE pharmacy is more attractive and more efficient. The customer can find his way round easily as soon as he comes in. He can walk round freely because of the very well-thought-out merchandising plan. He gets seen to faster by the pharmacist. Commercial efficiency, concept and aesthetics are all there!

**Pierre BROS**  
Interior designer  
Dealer MOBILM South West



MORE PHOTOS OF THE BARRE FOURCADE PHARMACY ON  
[www.mobil-m.com](http://www.mobil-m.com)



# PHARMACY CERIALI CREATION

CREMONA  
ITALY

## THE PROBLEM

How do we mount a successful display of products? This is important in a shopping centre, i.e. in a place where the dominant model of supermarkets has a strong influence on the behaviour of consumers.

## MOBILM'S RESPONSE

**THE CONCEPT** This pharmacy communicates in a very personalised way. The way the space is used has created a spectacular identity. The whole product range is co-ordinated around a unique graphic concept, which expresses the professionalism of all the pharmacy's staff.

**ATTRACTION** The stimulating lighting creates a lively atmosphere. The illuminated counters become landmarks that guide the flow of clients.

**THE RELATIONSHIPS** The space is designed to enhance the display of all categories of products, in especially in the self-service sections. Here, the plan is very simple and is arranged around a few large architectural elements, in particular the large reception counter/ quick checkout. The central counter and its setting, can be modified at will, symbolise the area's originality.



MORE PHOTOS OF THE CERIALI PHARMACY ON  
[www.mobil-m.com](http://www.mobil-m.com)

*Our project was very complex. We had to create a strong personality for our new pharmacy. Today, we can see our customers moving freely through our sections, in the same way as a supermarket. They appreciate the attractive presentation of the products. The whole is modern, spectacular, and stimulating, this is what they like!*

**Marco CERIALI**  
Pharmacist



# PHARMACY PRADEN TRANSFER

ALÈS  
FRANCE

## THE PROBLEM

In transferring this pharmacy to a shopping mall, the objective was to pick up the flow of customers to the shopping mall to position ourselves in the discount pharmacy niche. But these two ambitions should not divert Praden pharmacy's traditional customers.

## MOBILM'S RESPONSE

**THE CONCEPT** A clear-cut colour code identifies the two distinct activities. Orange enlivens the self-service and health-care products area, while green co-ordinates the advice and dispensing area. This communicates visually in a very powerful and welcoming way, while highlighting the sections, and accentuates the marketability of this organization.

**ATTRACTION** The four levels of information displayed on the shelving, the vertical separators, the strip lights with electronic price displays: everything works together for maximum legibility. The large hanging lights support the promotional gondolas. The Airport counters allow us to make the most of the discount aspect, by highlighting products.

**THE RELATIONSHIPS** The layout of the geometric sales area gives easy access to the health care centre. The herbal remedies / baby care section is cooler and more suitable for giving advice. An automated system facilitates delivering the products and allows staff to devote themselves to dealing with customers.



*This pharmacy now attracts 700 to 900 customers a day. This means an average of 100 customers an hour! A ticketing system has been installed to manage queues. When we are so busy, we can be guaranteed a higher turnover !*

**Michel KAUFFMANN**  
Interior designer  
MOBILM Mediterranean Dealer



MORE PHOTOS OF THE PRADEN PHARMACY ON  
[www.mobil-m.com](http://www.mobil-m.com)

# PHARMACY ZUBIA RENOVATION

BILBAO  
SPAIN

## THE PROBLEM

The ZUBIA Pharmacy is set in the heart of Bilbao's historic centre, in a building with more than two hundred years of history behind it. For this renovation, the remit assigned to Mobil M was very full : the architectural project, designing the area, branding and shop fitting.

## MOBILM'S RESPONSE

**THE CONCEPT** The architectural essence of the site was rediscovered by taking down false ceilings, cladding on pillars and contemporary additions. When the magnificent granite columns and the original exposed vaulting of the ceiling were rediscovered, the historical renovation could move forward, with elegance and respect.

**ATTRACTION** The brand identity for the ZUBIA Pharmacy had to form a whole that harmonised with the building's architecture. The team took the decision to remove any visual advertising from the top part of the furnishings. The circular forms of the logo enliven these light boxes, with dreamlike illustrations created by MOBIL M's design agency. These very evocative illustrations give the project a unique, individual and human mood reflecting customers' expectations.

**THE RELATIONSHIPS** Respect for the building and removing the advertising have reinstated the original values of the profession of pharmacist: service, advice and sincerity.



*The objective of this renovation was to develop new customers without losing the pharmacy's traditional customers. Mission accomplished on both counts: old customers, delighted with their new pharmacy, have renewed their loyalty and many new customers have been drawn in. Increased sales give a clear indication of this.*

**Pablo Ibarondo**  
Architect  
MOBILM's Basque collaborator



MORE PHOTOS OF THE ZUBIA PHARMACY ON  
[www.mobil-m.com](http://www.mobil-m.com)



# COUPECHOUX

LE GROUPE QUI AIME LES ESPACES

A UNIQUE ORGANISATION,  
WHICH INTELLIGENTLY COMBINES  
AND ORCHESTRATES ALL THE  
PROFESSIONS TO CREATE DIFFERENT,  
ATTRACTIVE AND EFFECTIVE SPACES



## MOBILM

### MOBILM HEALTH and MOBILM STORE OFFERS

Marketing advice, the practice of commercial architecture, shop layouts, management of client throughput, merchandising, optimisation of the commercial efficiency of sales areas (health and general retail)



## CREATIVM

**Interior design**, creation of sign concepts for businesses and retail networks, interior design, design and layout of spaces for commerce, business and the home  
**Product design**, design of furnishings for commerce, business and the home  
**Graphic design**, creation of personality of brand, logo, signing, graphic design manuals



## IDM

**IDM Habitat**, sales areas, supplying designer furnishings  
**IDM Contract**, design and organisation of space, and provision of furniture for businesses and public areas,  
**IDM Edition**, design and sale of shopfittings and furnishings



## ATLANTICM

Manufacture of furniture, bespoke and in small production runs  
Creation of prototypes



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