

FMCG
PRESENTATION

RETAIL CONCEPT & DESIGN

INPUT
RETAIL WAREHOUSE SOLUTIONS



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Who we are:

„The right team lifts you toward success.“

02 | OUR PROCESS

How we design:

“Growth is never a matter of chance. It is the result of forces working together.”

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“Customers come for the product, but stay for the experience.”

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What we’ve built:

“Stories we learn from, stories we tell...”

ABOUT US

WHO WE ARE...

ABOUT US

SOLUTION DESIGN / SUSTAINABLE INNOVATION
INSIGHT & INNOVATION / RETAIL & WAREHOUSE

**360°
SERVICE**

PRODUCTION / LOGISTICS
TURN-KEY STORE / AFTER-SALES & MAINTENANCE

Our story began in 2010: a young, enthusiastic team with the goal of securing a place in retail shops and a warehouse fitting business.

Fully committed to our mission, we worked hard and gathered experience. We made every effort to choose the best suppliers and most reliable partners. With them and our clients, we entered the world where we are firmly positioned and recognized.

Our team consists of professionals with expertise in every aspect of design and furnishing retail establishments and warehouse spaces. Together, they cover the entire process, customizing it for each partner.

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DESIGN PACKAGE

DEFINING PACKAGE...

BASIC PACKAGE

PHASE 1 (CONCEPT)

- Initial meeting and brief understanding
- Site visit of the selected location
- Layout proposals (up to 3 options)
- Layout presentation and revision process
- **Outcome:** Approved functional store layout.

PHASE 2 (EQUIPMENT DEVELOPMENT)

- Detailed layout with specific equipment defined (refrigeration units, checkouts, gondolas, etc.)
- **Outcome:** A clear overview of what goes where.

PHASE 3 (TECHNICAL DEVELOPMENT)

- Lighting layout
- Electrical connection schemes (wall/floor outlets, ceiling lighting)
- Water supply and drainage schemes for equipment
- 2D shelving typologies with structural details
- **Outcome:** Schematic documentation for contractors and installers.

PHASE 4 (FINAL DOCUMENTATION & EXECUTION) *(when INPUT supplies the equipment)*

- Control measurement of the space
- Final layout adjusted to control measurements
- Development of custom-made equipment for production
- Execution / implementation
- **Outcome:** A store executed in accordance with the approved layout.

NOTE: INPUT's project documentation is **not** official architectural or construction documentation (main or execution project) and **cannot be used** for obtaining building or occupancy permits. It represents a **conceptual and operational interior and equipment solution**.

EXPERT PACKAGE

PHASE 1 (ANALYSIS, STRATEGY & CONCEPT) _ BASIC +

- Questionnaire on needs and business goals
- Benchmarking: competitor visits and review of client's existing stores
- Brand identity and brand standards research
- Bubble plan + customer flow diagram
- Basic 3D spatial model
- Formal briefs and reports after each sub-phase
- **Outcome:** A strategically defined store concept, aligned with the brand and business objectives.

PHASE 2 (CONCEPTUAL DESIGN SOLUTION) _ BASIC +

- Zone development supported by moodboards
- “Look & Feel” principles — design direction
- 3D space models with furniture and equipment
- Photorealistic 3D renders of focus zones
- Materials and color palette specification
- Conceptual graphic communication (zoning, signage, wayfinding)
- Lighting plan with photometric calculations as part of the visual experience
- **Outcome:** A complete visual and functional store design.

PHASE 3 (DESIGN & TECHNICAL SYNCHRONIZATION) _ BASIC +

- Decorative elements schemes (walls / shelving / ceiling)
- Flooring layout
- Wall and ceiling treatment schemes (painting, materials, cladding, ceramic patterns, etc.)
- 3D typologies of custom-made equipment
- Final full-space renders with integrated graphic communication
- **Outcome:** A project ready for execution, with design, equipment, and technical systems fully aligned.

PHASE 4 (FINAL DOCUMENTATION & EXECUTION) *(when INPUT supplies the equipment)* _ BASIC +

- On-site adjustments to preserve the intended design and overall look & feel
- **Outcome: DESIGN BOOK**

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OUR PROCESS

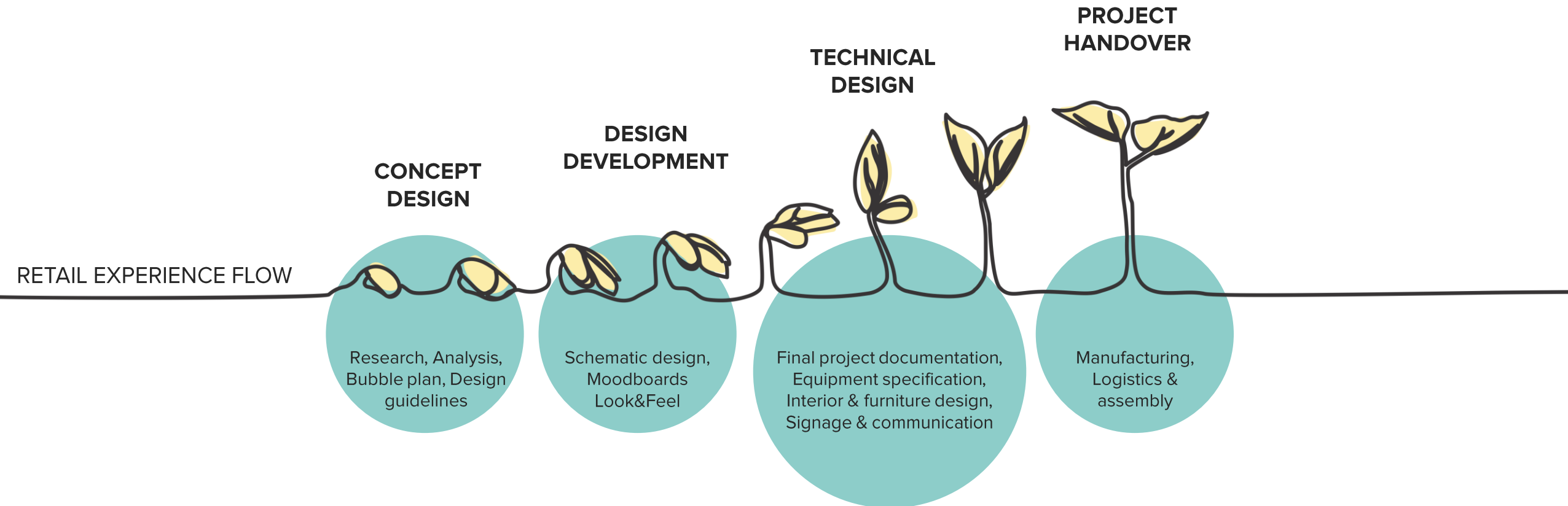
HOW WE DESIGN...

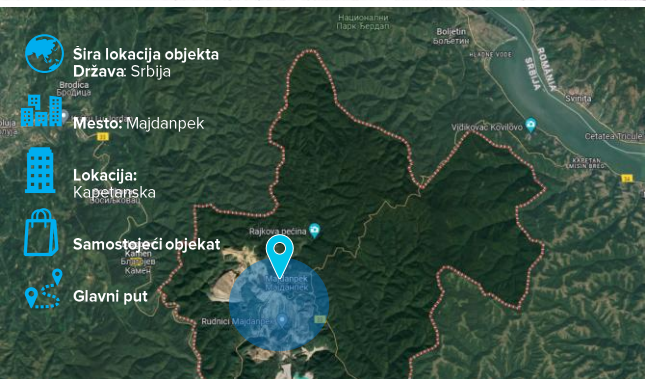
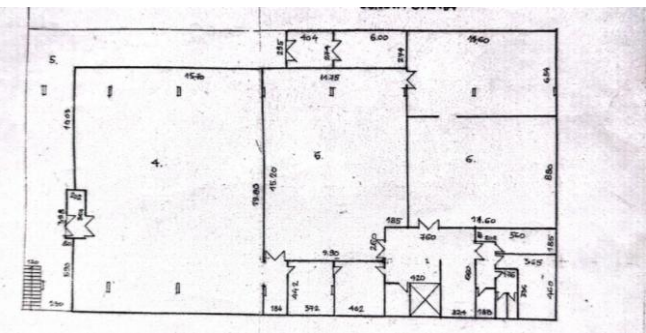
OUR PROCESS

Growth is never by mere chance. It is the result of forces working together.

Throughout the entire process, from the initial idea to the production – we will see that your brand, service, visual identity, and logistics solutions tell a unique story – **Your story.**

Naturally, they all do so in a way the clients can understand.





CONCEPT

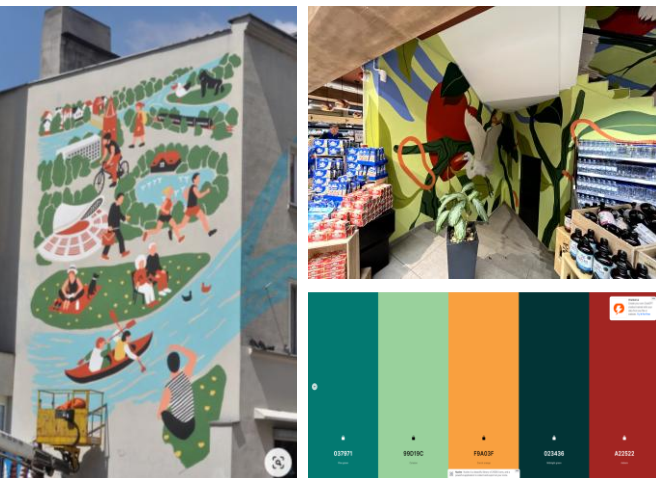
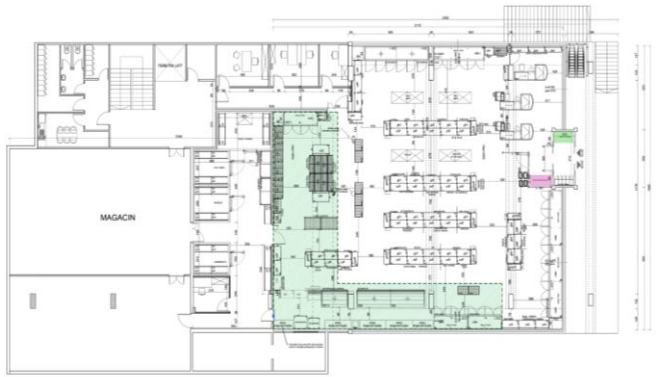
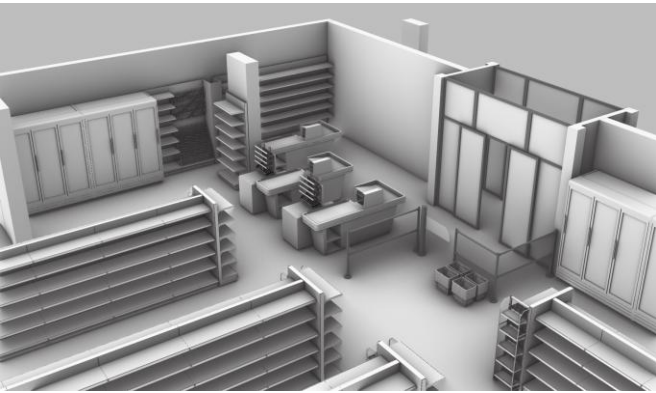
Phase 1

- Project brief
- Collection of essential information from the client
- Inspiration book and overall moodboard
- Introducing the Input team to the broader project context
- Concept development
- Basic 3D model
- Concept approval

CONCEPT - THE ORIGIN OF BRAND STARICA

- **Protector of the city**
- According to one legend, the Old Woman is considered the protector of the city of Majdanpek. Residents believe that the Old Woman protects the city from storms and troubles and that her presence brings happiness and prosperity. Legend has it that every time a mountain gets dressed, it is a sign that rain will soak the earth and bring abundance to the crops.
- **Keeper of secrets**
- According to another legend, the Old Woman is the keeper of many secrets that are hidden in her caves and forests. Legend has it that some explorers and adventurers tried to discover treasure or ancient artifacts inside the Old Woman, but many of them got lost in its depths, never to emerge.
- **Mystical power**
- There are stories of mystical power coming from the Old Woman. The inhabitants believe that the mountain is imbued with energy that has healing properties, and that being on its top or around its caves can bring spiritual peace.
- **Wealth of gold**
- According to another legend, Starica was a place that was rich in gold. Many stories circulate about mining activities and hidden gold mines that once existed within the mountain. Many have tried to find these legendary mines, but it is said that the Old Woman kept her secrets from those who greedily sought the treasure.
- **How can this story be with the market?**
- Just as Starica protects and enriches its basin, the "Starica" market strives to provide the best to its citizens. This market wants to preserve the story of Starica, so that it does not fall into oblivion. With its location, it should remind the people of Majdanpek about what was done to it.





CONCEPTUAL DESIGN SOLUTION

Phase 2

- Detailed layout
- Proposal for zone development of previously defined categories
- Design solution proposal based on the established moodboard for focus zones
- Representations of the materialization of the space with the proposal of specific materials and colors
- Graphic communication proposal
- **APPROVAL OF LAYOUT AND DESIGN SOLUTIONS**

CONCEPTUAL DESIGN SOLUTION – INSPIRATION

- **This market is a local story. A story that comes from the people of Majdanpeku, Majdanpeku!**
- Super market Starica is a neighborhood market that will embrace all the needs of citizens with its service. Our Old Woman will provide citizens with everything in one place.
- We know that the city does not have a market, and we also know that the area is rich in natural resources and fertile land, so this market has a special offer of local products from the local population.
- We want this market to be a place of gathering, conversation, a place of pleasant shopping and socializing - a place of memories.
- **The starting point is the market:**
- The location where the market is located was once a local market.
- Old markets, as well as today's markets in larger city centers, for a large part of the population continue to be an important place for purchasing fresh produce, fruit and vegetables, meat, fish, dairy products, cured meat products and the like.
- We want our market to smell of past times, old markets, homely warmth.
- This is the impact zone from the entrance, and represents the center of gravity in the space. The selected motifs are warm and rural - green striped awning, woven baskets, rustic wooden boards.
- The way of presentation should emphasize local and fresh products.
- The butcher shop is the most challenging part, because at the same time it has to be neat, sterile, but exude a rustic and homely feel.
- We plan to connect this zone with the previous one through the use of a colorful awning. The dominant materials of the butcher shop are steel and tiles, in order to break the cold, we plan to use a checkered pattern on the tiles.







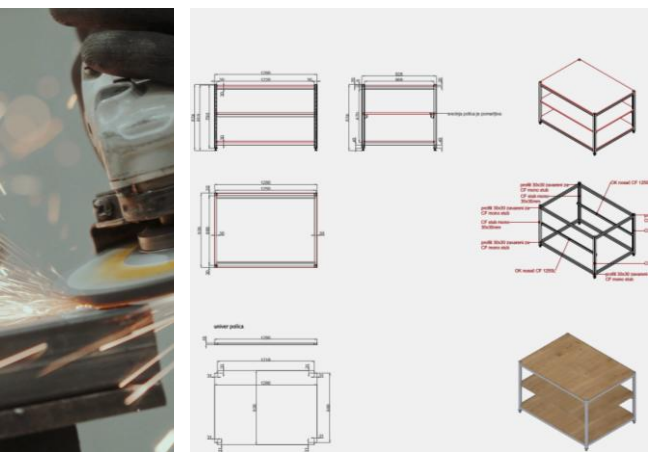
HLEB I PECIVO



DESIGN AND TECHICAL SYNCHRONIZATION

Phase 3

- Schemes concerning the construction adaptation of space:
- *Positions of final installation connections
- *Treatment of walls, floors and ceilings etc.
- Overall view of neutral and custom-made equipment with described materials
- Clearly defined positions, dimensions and materials of decorative and graphic elements throughout the space



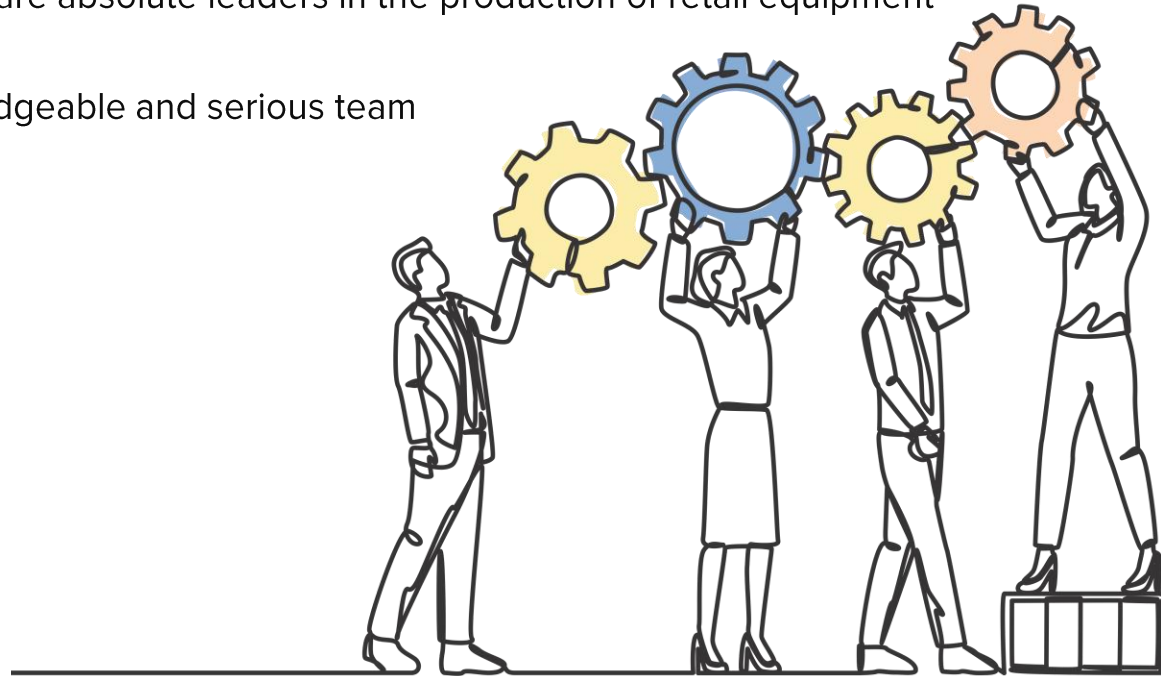
FINAL DOCUMENTATION AND EXECUTION

Phase 4

- Elaboration of the equipment against the control measurement of the performed state and preparation for assembly
- *If the client opts for INPUT equipment

WHY YOU SHOULD CHOOSE INPUT TO BE YOUR PARTNER?

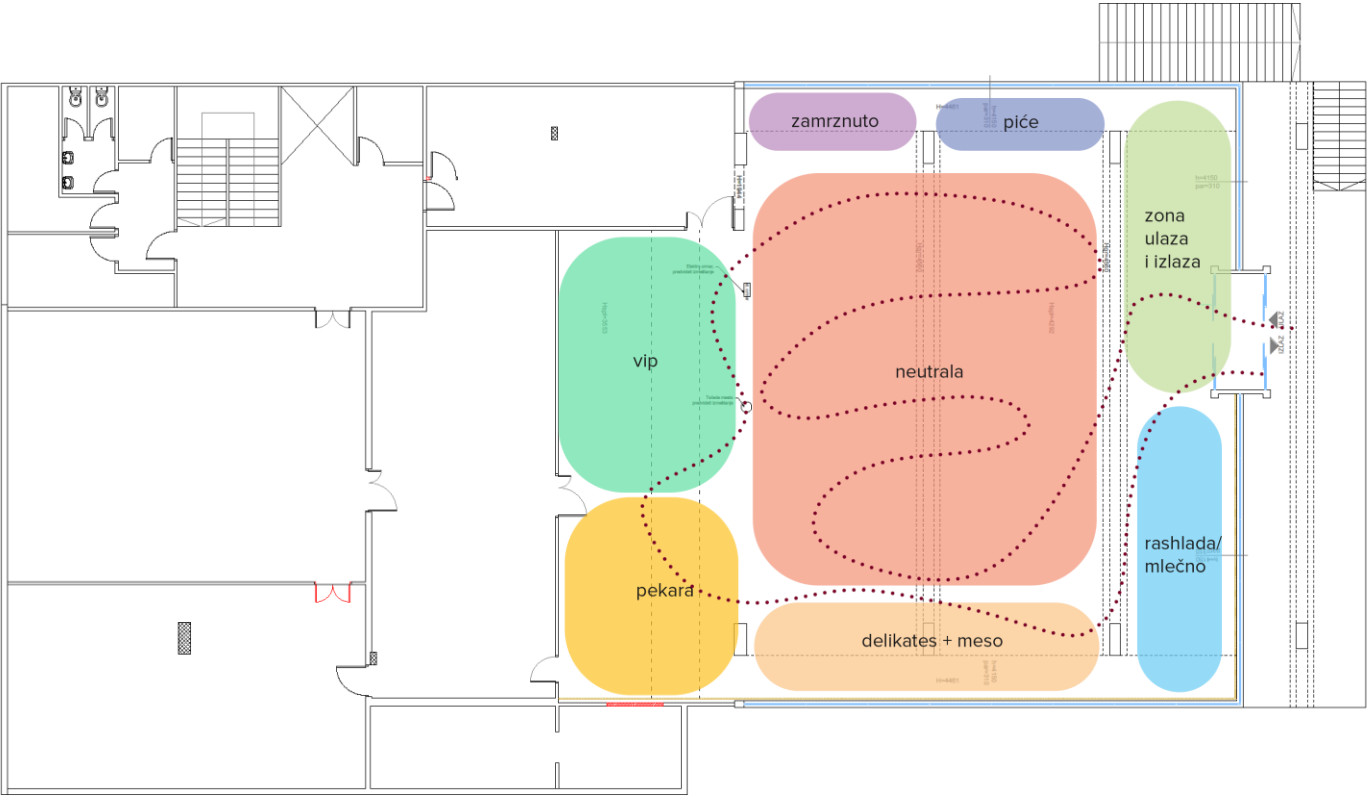
- Because we have experience in retail design, with a long list of references
- Because we cover aspects from design to service
- Because we represent European companies that are absolute leaders in the production of retail equipment
- Because we are an enthusiastic, creative, knowledgeable and serious team



OUR DRAWINGS

*EXAMPLE OF THE
STORE DESIGN
DOCUMENTATION...*

01_BUBBLE PLAN



- 01 Bubble plan
- 02 Layout
- 03 Layout with categories
- 04 3D basic model
- 05 Moodboard
- 06 3D model with materials
- 07 Materials and colors
- 08 Electrical connection schemes
- 09 Water supply and drainage scheme
- 10 Floors treatment schemes
- 11 Walls treatment schemes
- 12 Wall elevations
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- 14 Refrigeration units proposal
- 15 Lighting layout
- 16 2D shelving typologies
- 17 3D shelving typologies
- 18 Realisation

02_LAYOUT OF THE MARKET



01 Bubble plan

02 Layout

03 Layout with categories

04 3D basic model

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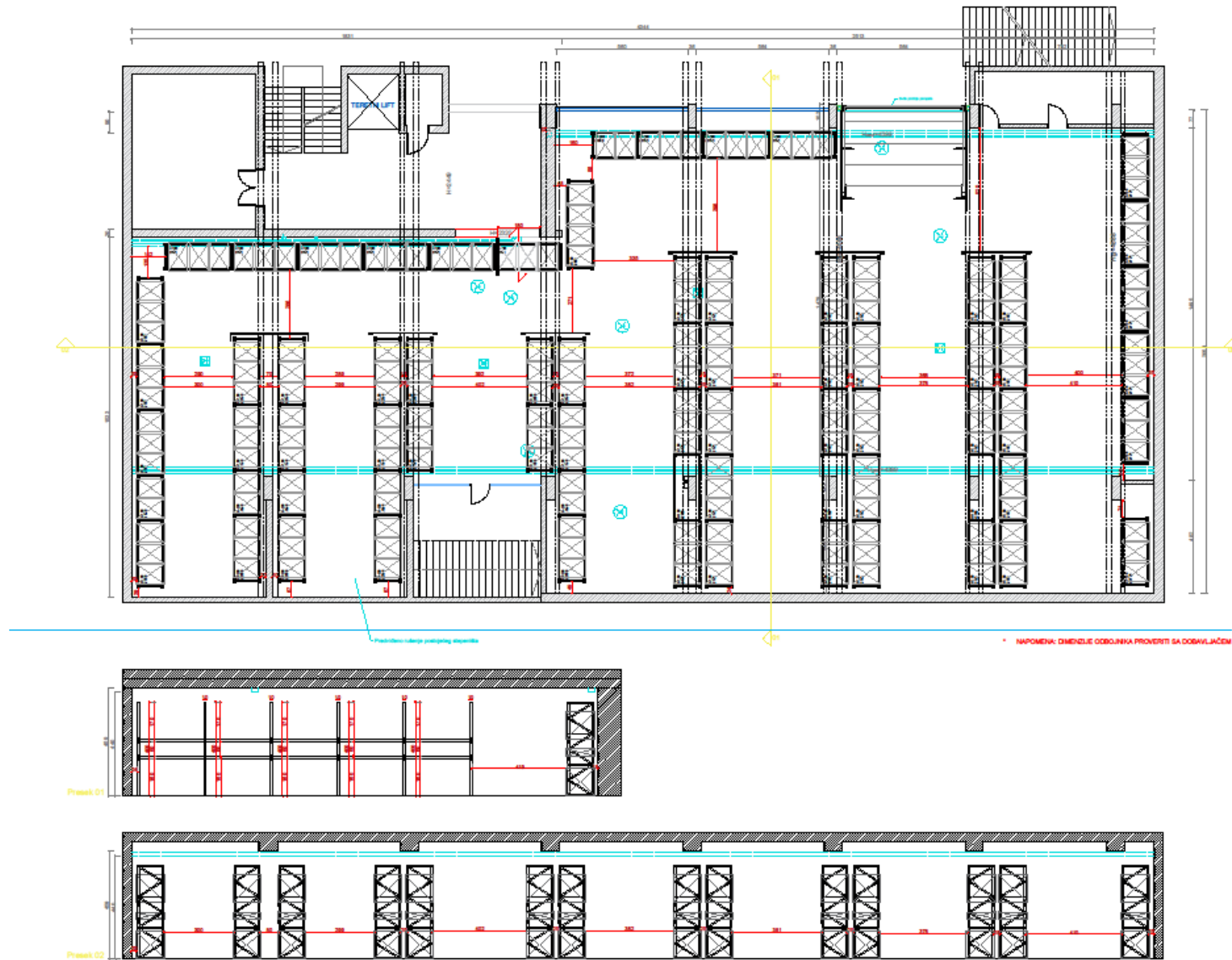
15 Lighting layout

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02_LAYOUT OF THE WAREHOUSE



- 01 Bubble plan
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- 03 Layout with categories
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03_LAYOUT WITH THE CATEGORIES



kategorija	m	%
voće i povrće	17.91	13.84%
pekara	6.00	4.64%
delikates	7.50	5.80%
meso	2.50	1.93%
zdrava hrana	3.00	2.32%
suve osnovne namirnice	33.00	25.51%
mlečni proizvodi	12.25	9.47%
piće	18.66	14.42%
neprehrana 1	15.50	11.98%
neprehrana 2	1.00	0.77%
dečiji svet	2.50	1.93%
kućni ljubimci	1.00	0.77%
gastro	1.87	1.45%
zamrznuto	4.68	3.62%
sezona i akcija	2.00	1.55%
	129.37	100.00%

01 Bubble plan

02 Layout

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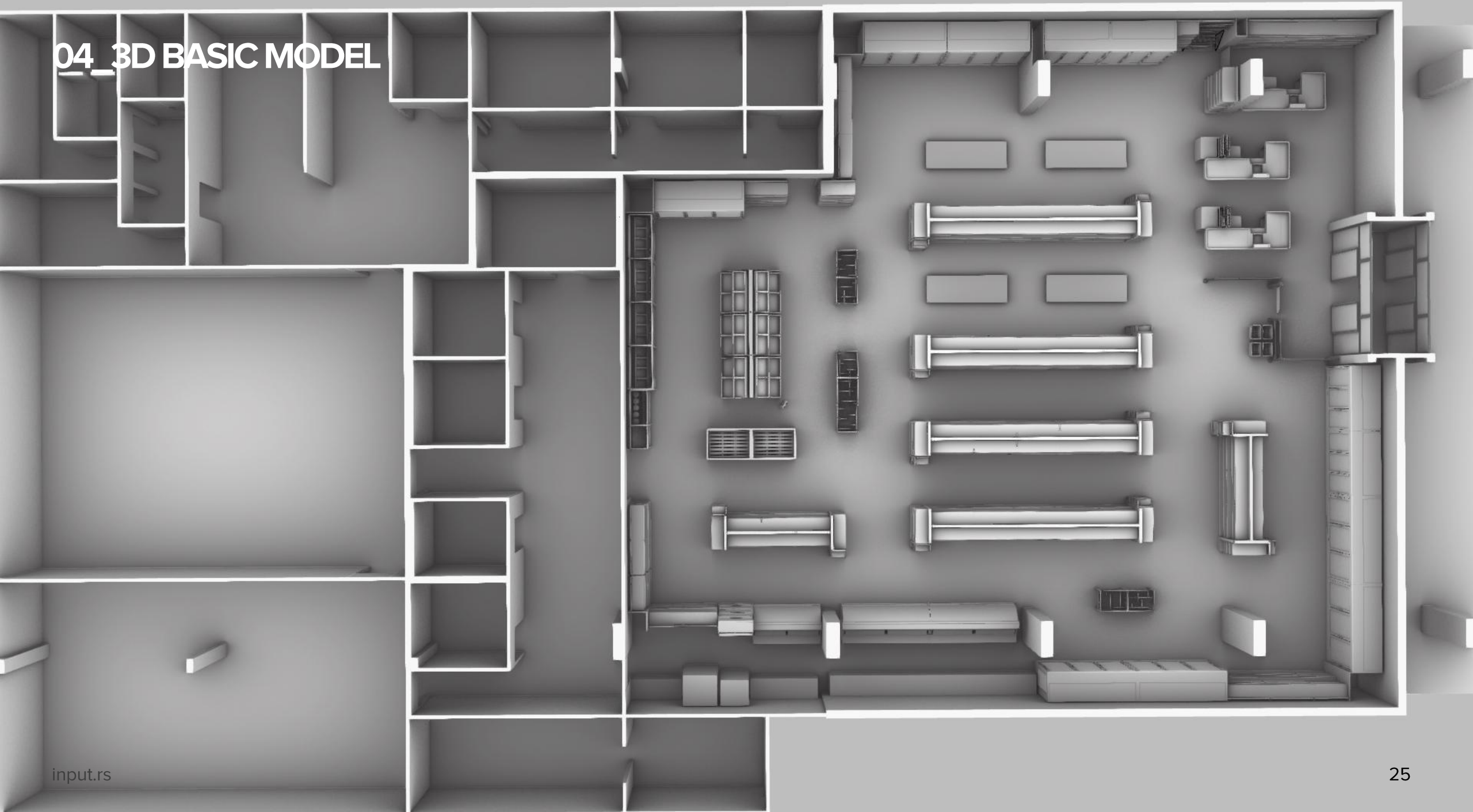
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04_3D BASIC MODEL



05_MOODBOARD / LOOK&FEEL

WHAT WE SEE

tradition, home



WHAT WE SMELL

freshness, bread



WHAT WE HEAR

fresh market, people



WHAT WE TOUCH

nature, fresh products



WHAT WE TASTE

traditional meals



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05_MOODBOARD



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06_3D MODEL WITH MATERIALS



06_3D MODEL WITH MATERIALS



06_3D MODEL WITH MATERIALS



06_3D MODEL WITH MATERIALS



07_MATERIALS AND COLORS

WALLS AND CEILING

RAL 9005
#0A0C10

RAL Design 170 40 45
JUB 610A Vitality 35
#006847

RAL Design 060 70 70
JUB 750A Joy 155
#F58235

RAL Design 040 50 70
JUB 800B Passion 95
#CF2026

UNIVER

KRONOSPAN
5527 Stone Oak

TILES



RAGNO
Unitech Colors, 10x10, mat –
White, black, grey

ENMON BREND
Lounge 3.0 Ivory 2
30x60cm

WHITE FOREKS
PRINT

Musaka
200din

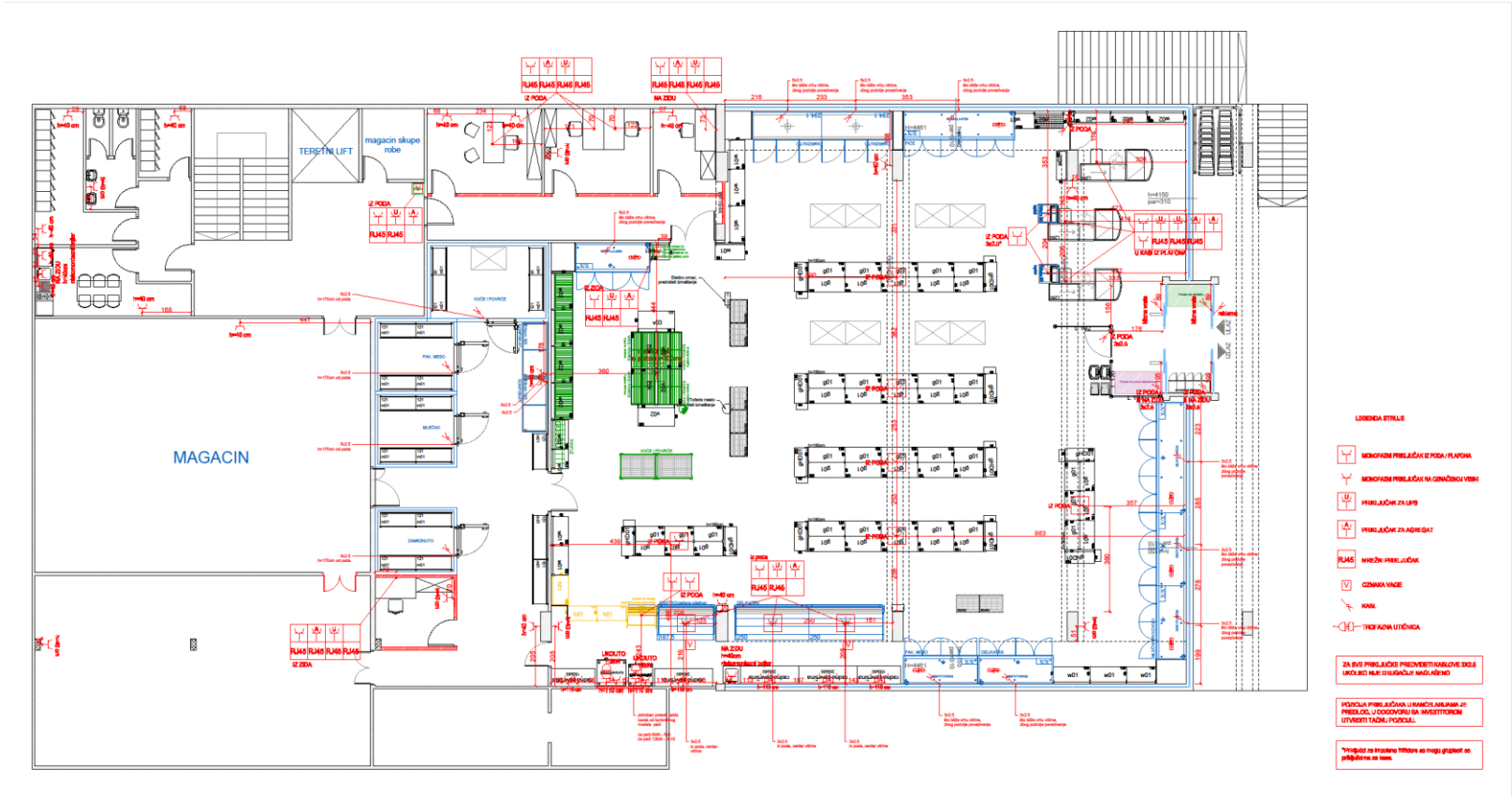
GRAPHICS
black school table

DECORATION



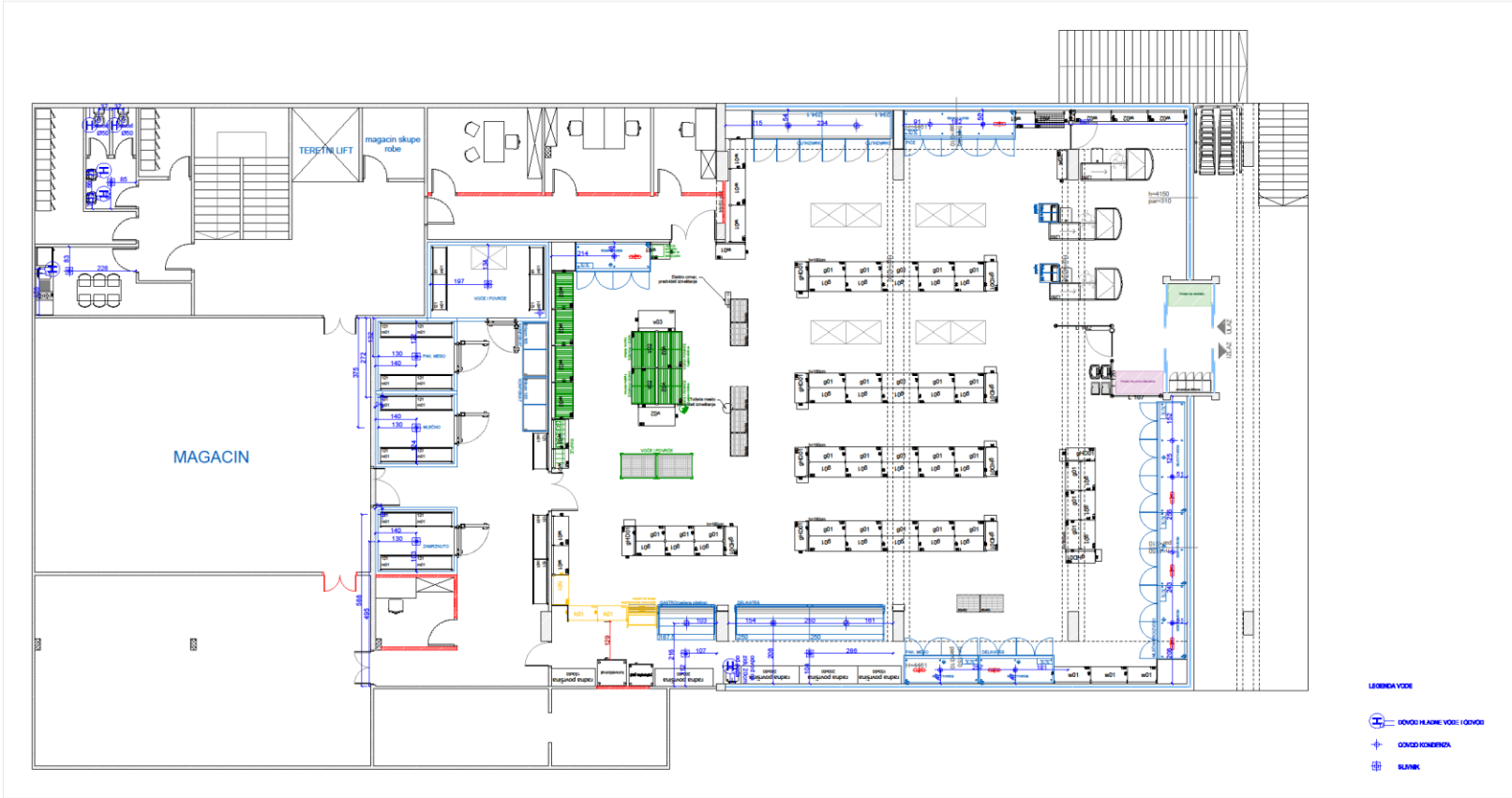
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08_ELECTRICAL CONNECTION SCHEME



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09_WATER SUPPLY AND DRAINAGE SCHEME



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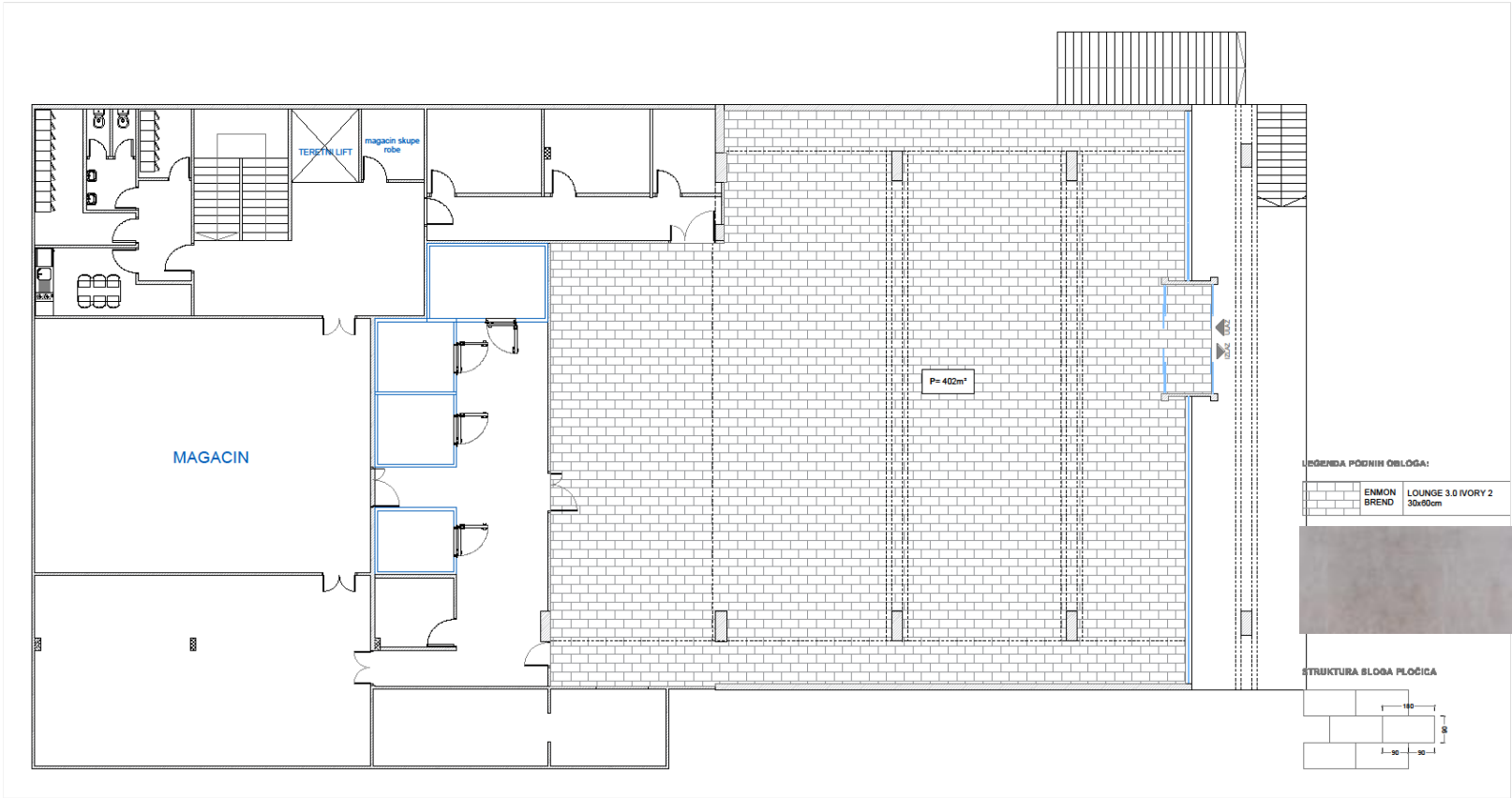
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10_FLOORS TREATMENT SCHEME



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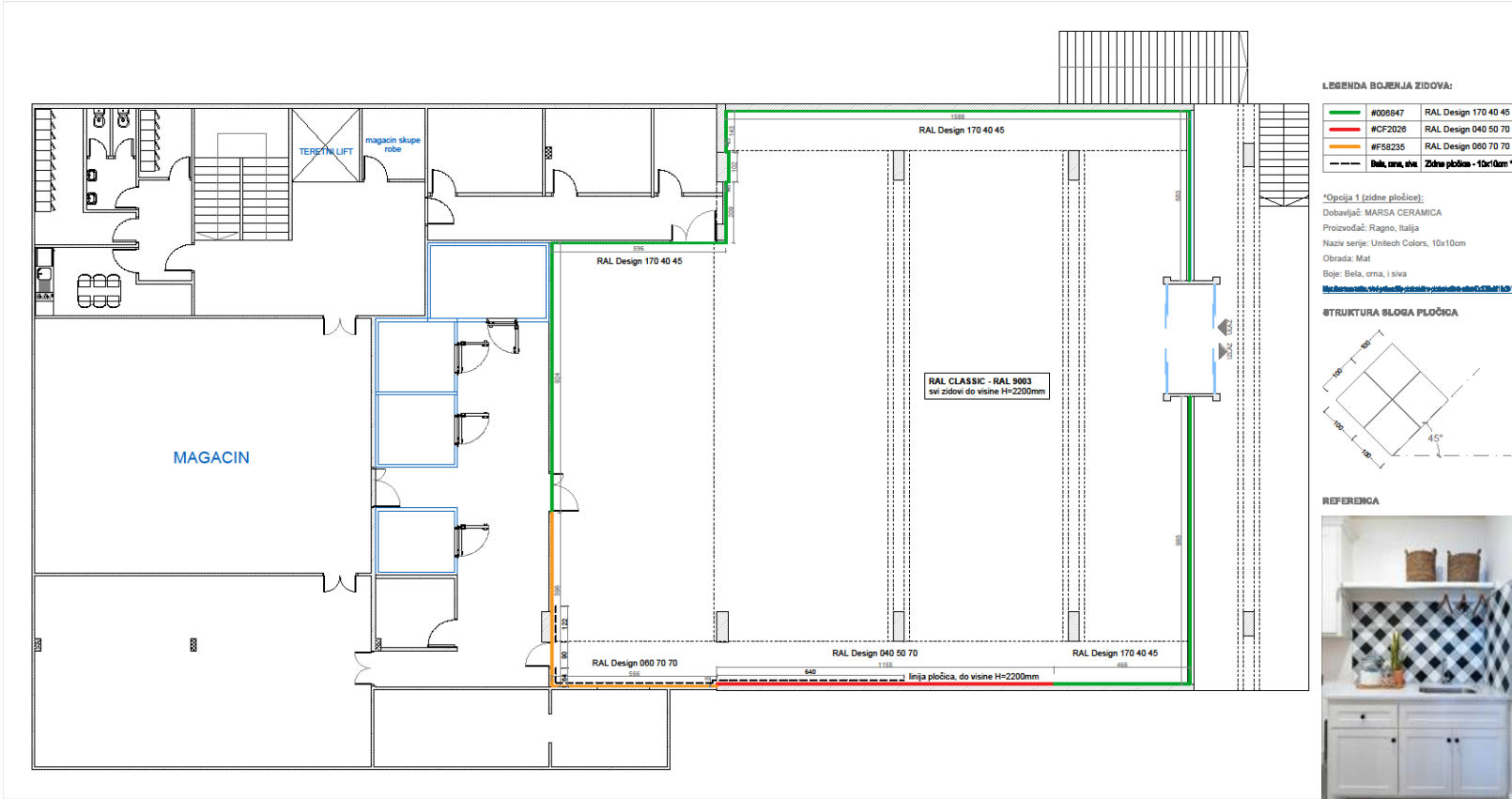
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11_WALLS TREATMENT SCHEME



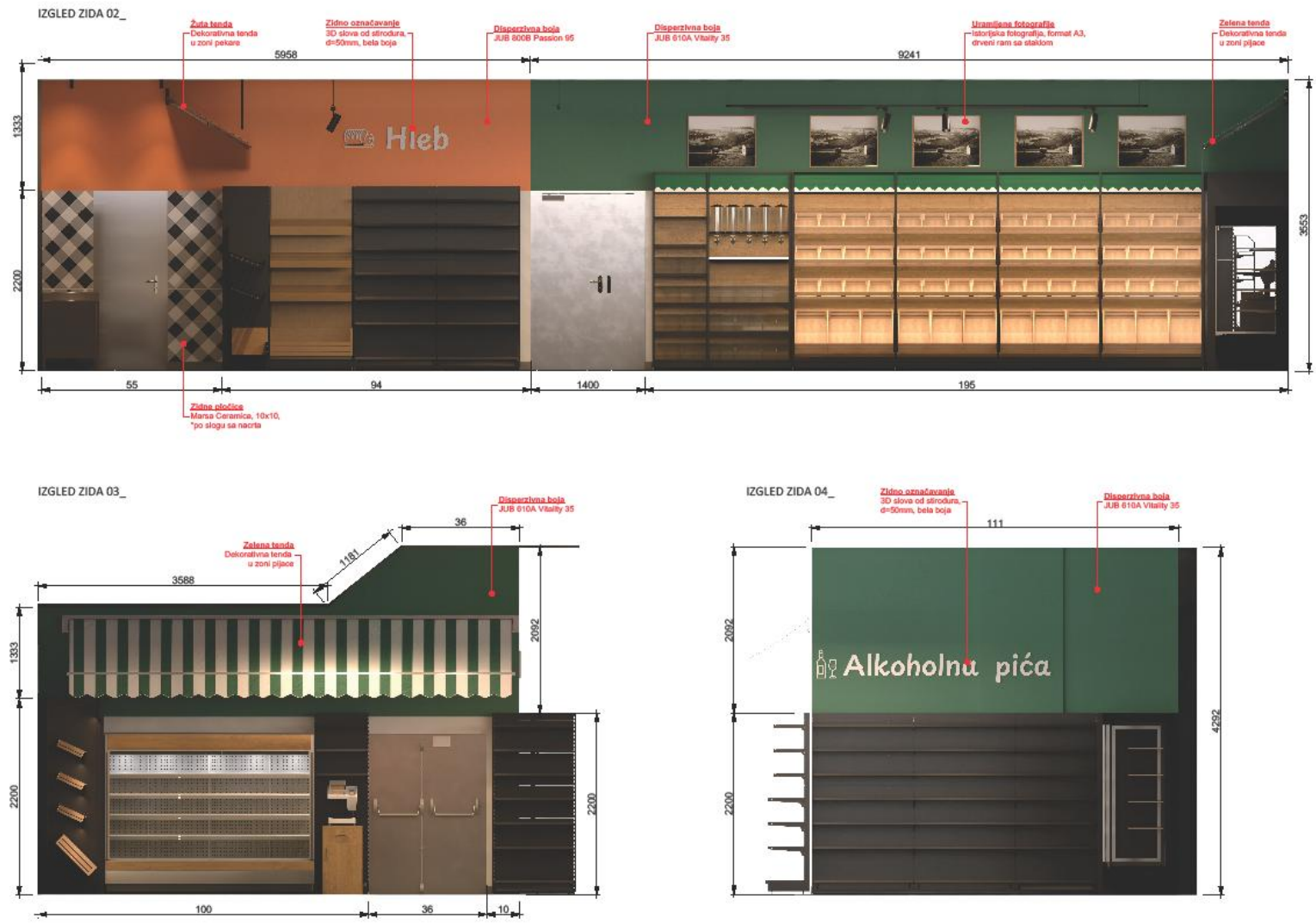
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12_WALL ELEVATIONS



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12_WALL ELEVATIONS



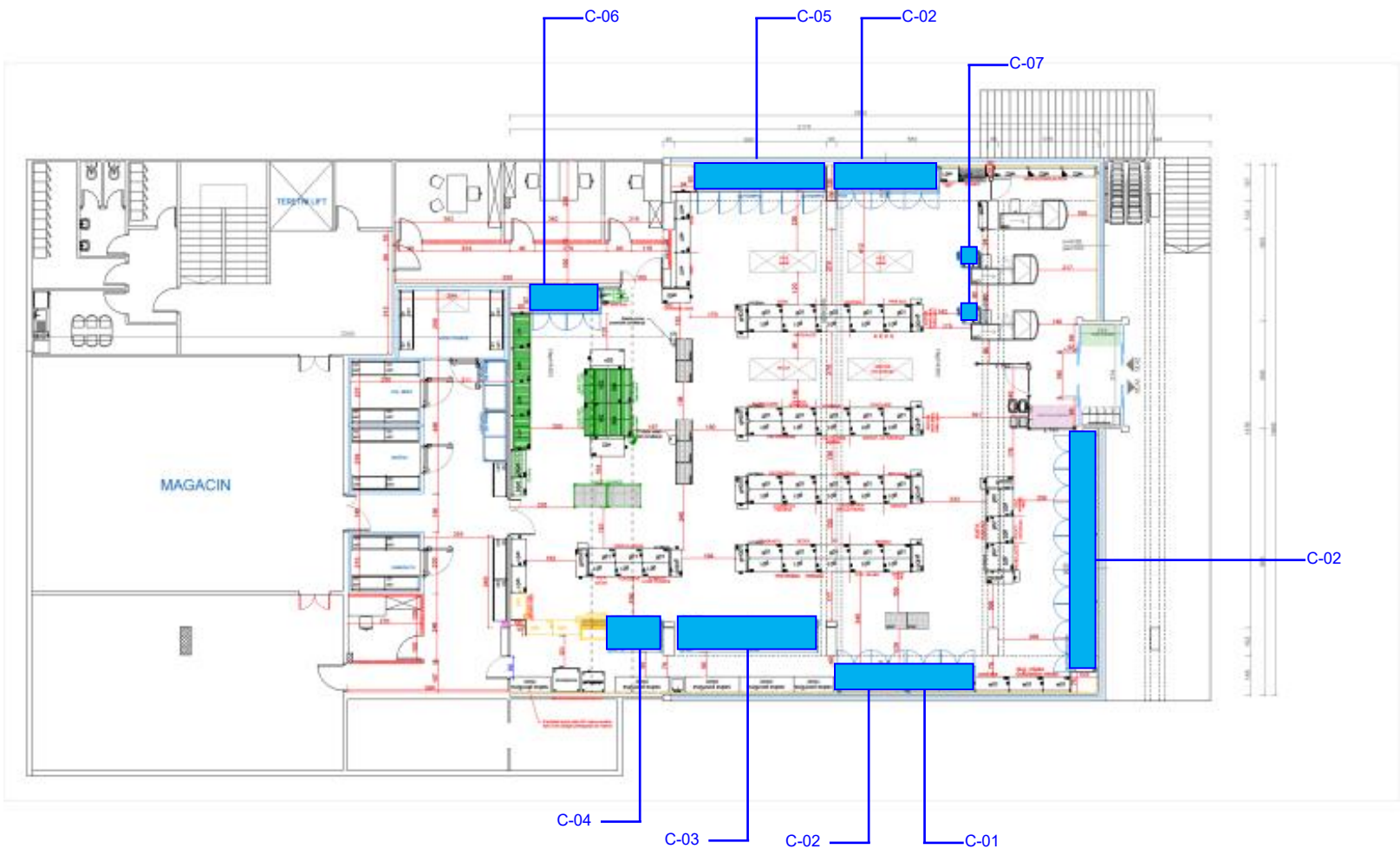
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13_CEILING TREATMENT SCHEME



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14_REFRIGRATION UNIT PROPOSAL



C-01
Es System K
RCA Aries
Semi vertical



C-02
Es System K
RCB Bufalus
Semi vertical



C-03
Es System K
RCA Aries
Counter



C-04
Es System K
LCT Tucana 03
Gastronom units



C-05
Es System K
SCI/SMI Indus
Freezer vertical



C-06
Es System K
WCC Calypso 06
Plug-in Cooler



C-07
Es System K
Supplier freezer
Impuls sale

01 Bubble plan

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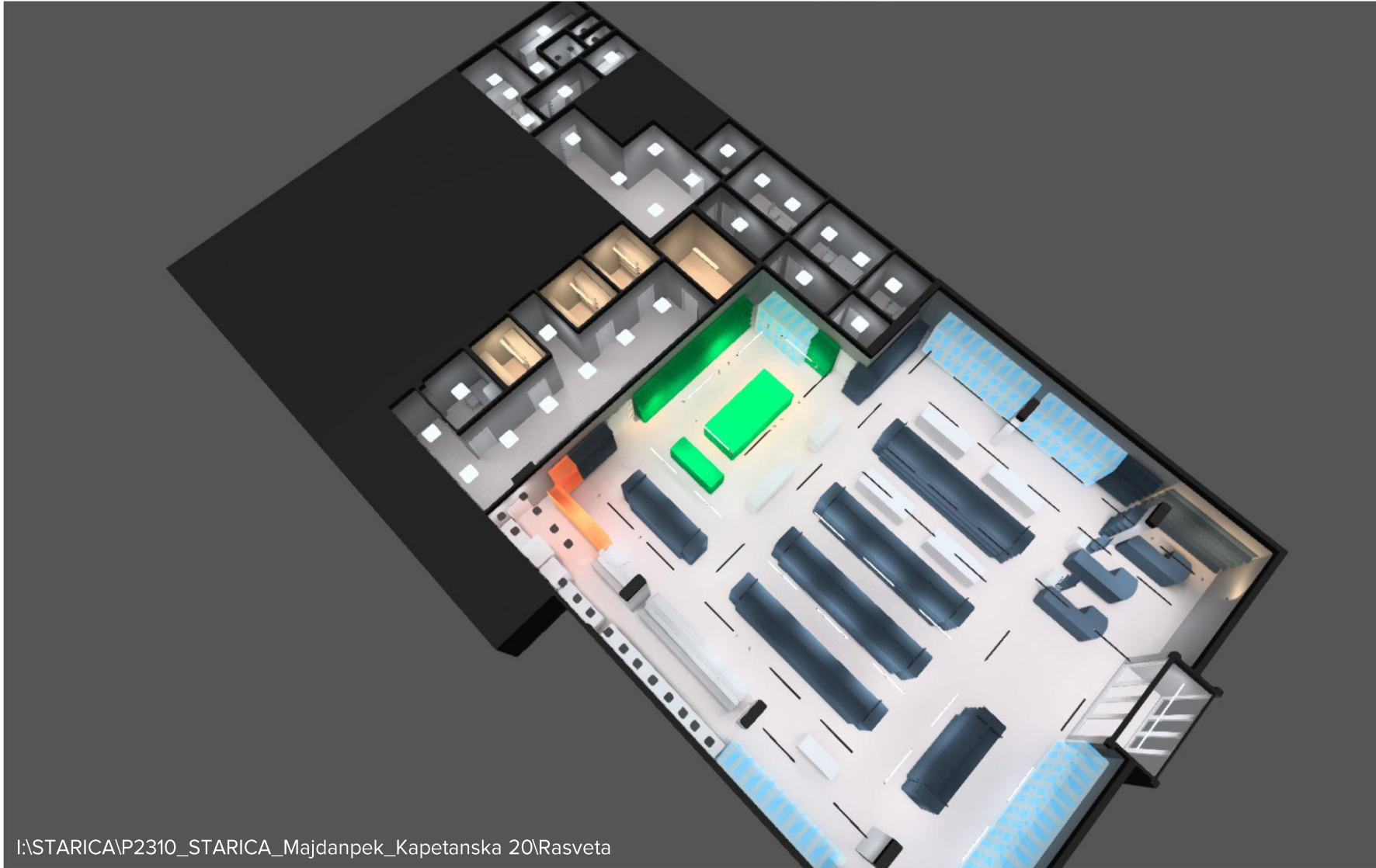
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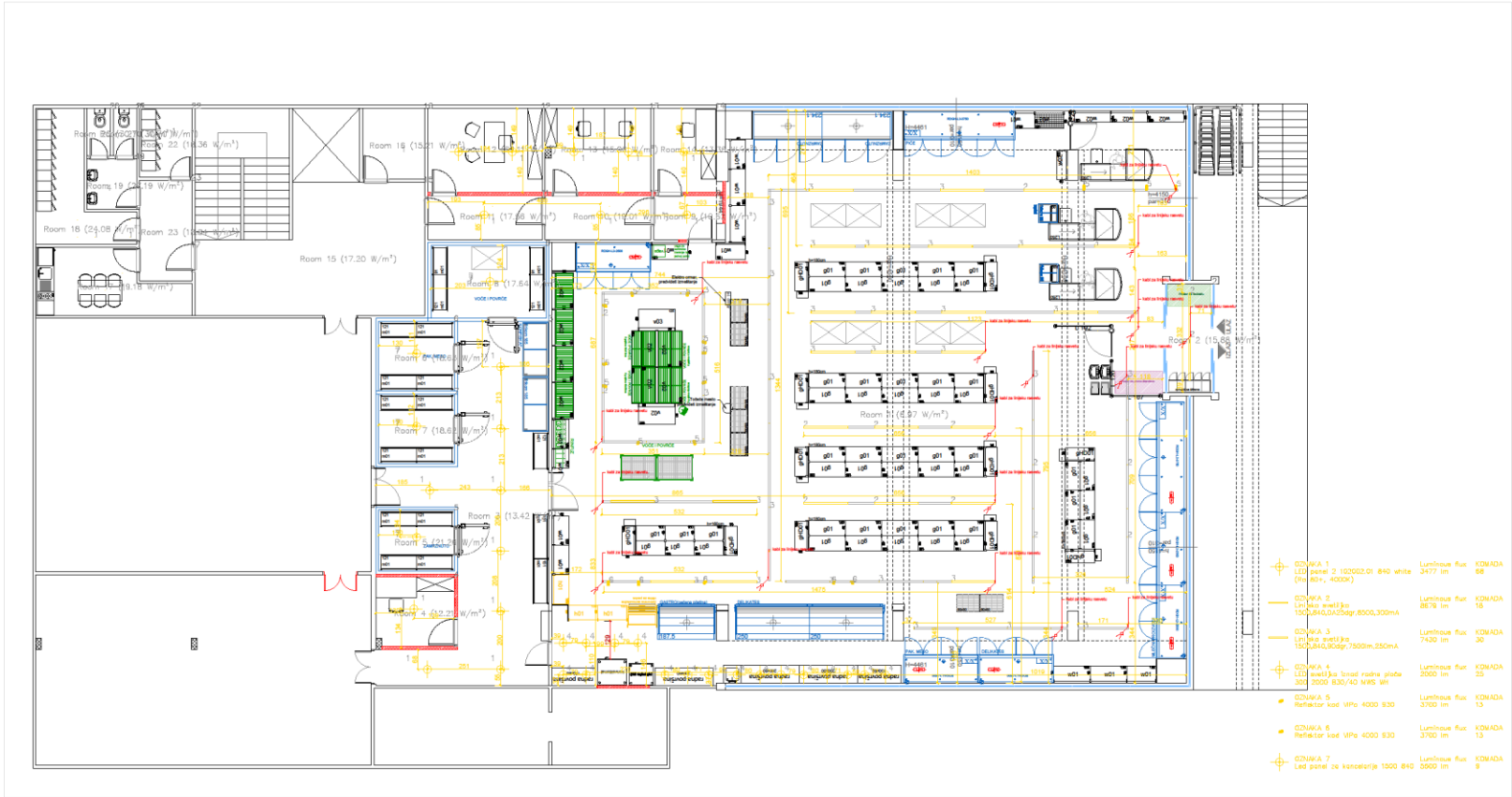
15_LIGHTING LAYOUT



I:\STARICA\P2310_STARICA_Majdanpek_Kapetanska 20\Rasveta

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15_LIGHTING LAYOUT



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15_LIGHTING LAYOUT / MODELS OF THE LIGHT INSTALLATION



Thorn
Lighting

TOM VARIO
LED 300 2000
830/40 MWS
WH

20.0 W

2001 lm

100.1 lm/W

Novalux LE
D panel

LED panel
2 102002.01
840 white (Ra
80+, 4000K)

39.0 W

3447 lm

88.4 lm/W

Zen Evo mini

367 Zen Evo
mini 3000 940
Medium

20.0 W

2700 lm

135.0 lm/W

Zen Evo
mini

367 Zen Evo
mini 4000 930
Medium

26.0 W

3700 lm

142.3 lm/W

AviorXS

AviorXS, 1500,
840, 90dgr,
7500lm,
250mA

40.1 W

7430 lm

185.3 lm/W

AviorXS

AviorXS,1500,8
40,DA25dgr,85
00,300mA

46.7 W

8681 lm

185.9 lm/W

Philips

WT060C L1500
/840

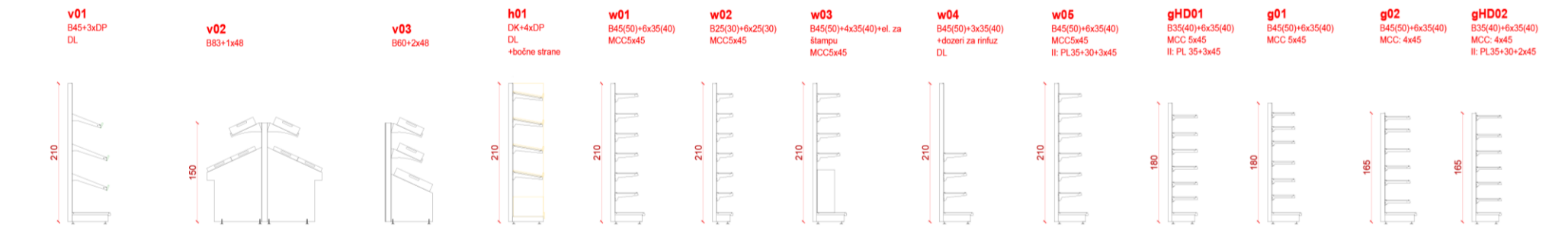
58.0 W

5499 lm

94.8 lm/W

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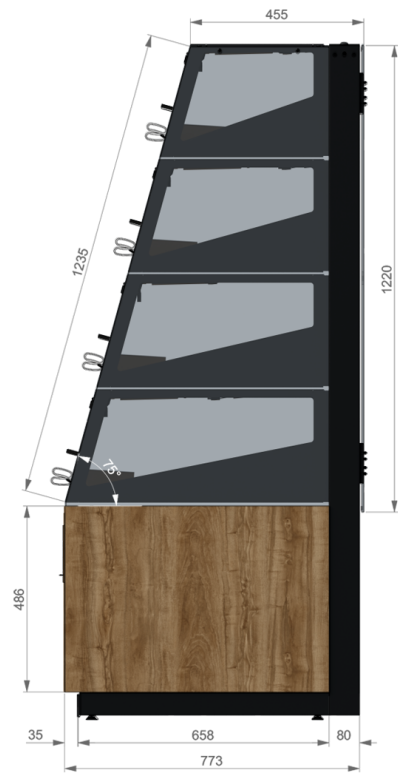
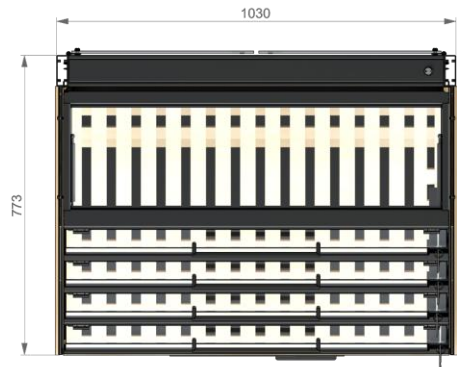
16_2D SHELVING TYPOLOGIES



*PRF-perforirana leđa, PL-panel leđa, DPL-dupla panel leđa, DL-drvena leđa, EVL-evo leđa, ŽL-žičana leđa, LL-lamerna leđa, ABL-abot leđa
OR-osnova za rashladu
DP-drvena polica, DK-drvena korpa

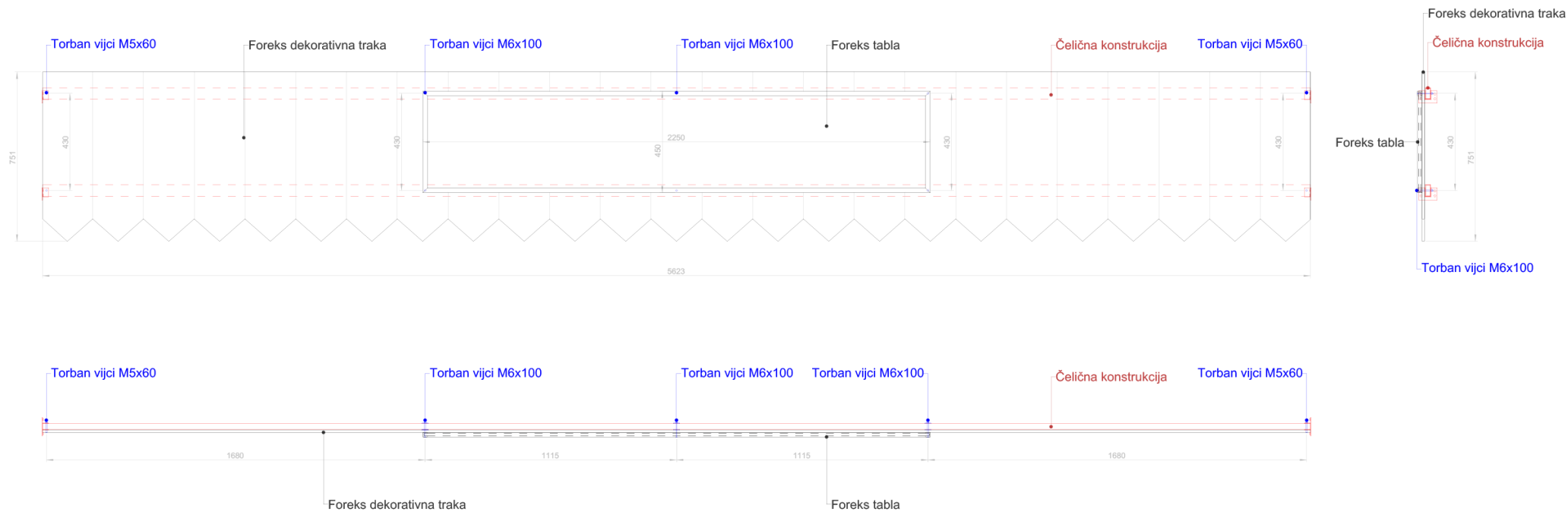
- 01 Bubble plan
- 02 Layout
- 03 Layout with categories
- 04 3D basic model
- 05 Moodboard
- 06 3D model with materials
- 07 Materials and colors
- 08 Electrical connection schemes
- 09 Water supply and drainage scheme
- 10 Floors treatment schemes
- 11 Walls treatment schemes
- 12 Wall elevations
- 13 Ceiling treatment schemes
- 14 Refrigeration units proposal
- 15 Lighting layout
- 16 2D shelving typologies
- 17 3D shelving typologies
- 18 Realisation

17_3D SHELVING TYPOLOGIES



- 01 Bubble plan
- 02 Layout
- 03 Layout with categories
- 04 3D basic model
- 05 Moodboard
- 06 3D model with materials
- 07 Materials and colors
- 08 Electrical connection schemes
- 09 Water supply and drainage scheme
- 10 Floors treatment schemes
- 11 Walls treatment schemes
- 12 Wall elevations
- 13 Ceiling treatment schemes
- 14 Refrigeration units proposal
- 15 Lighting layout
- 16 2D shelving typologies
- 17 3D shelving typologies**
- 18 Realisation

18_REALISATION



- 01 Bubble plan
- 02 Layout
- 03 Layout with categories
- 04 3D basic model
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- 06 3D model with materials
- 07 Materials and colors
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- 11 Walls treatment schemes
- 12 Wall elevations
- 13 Ceiling treatment schemes
- 14 Refrigeration units proposal
- 15 Lighting layout
- 16 2D shelving typologies
- 17 3D shelving typologies
- 18 Realisation**

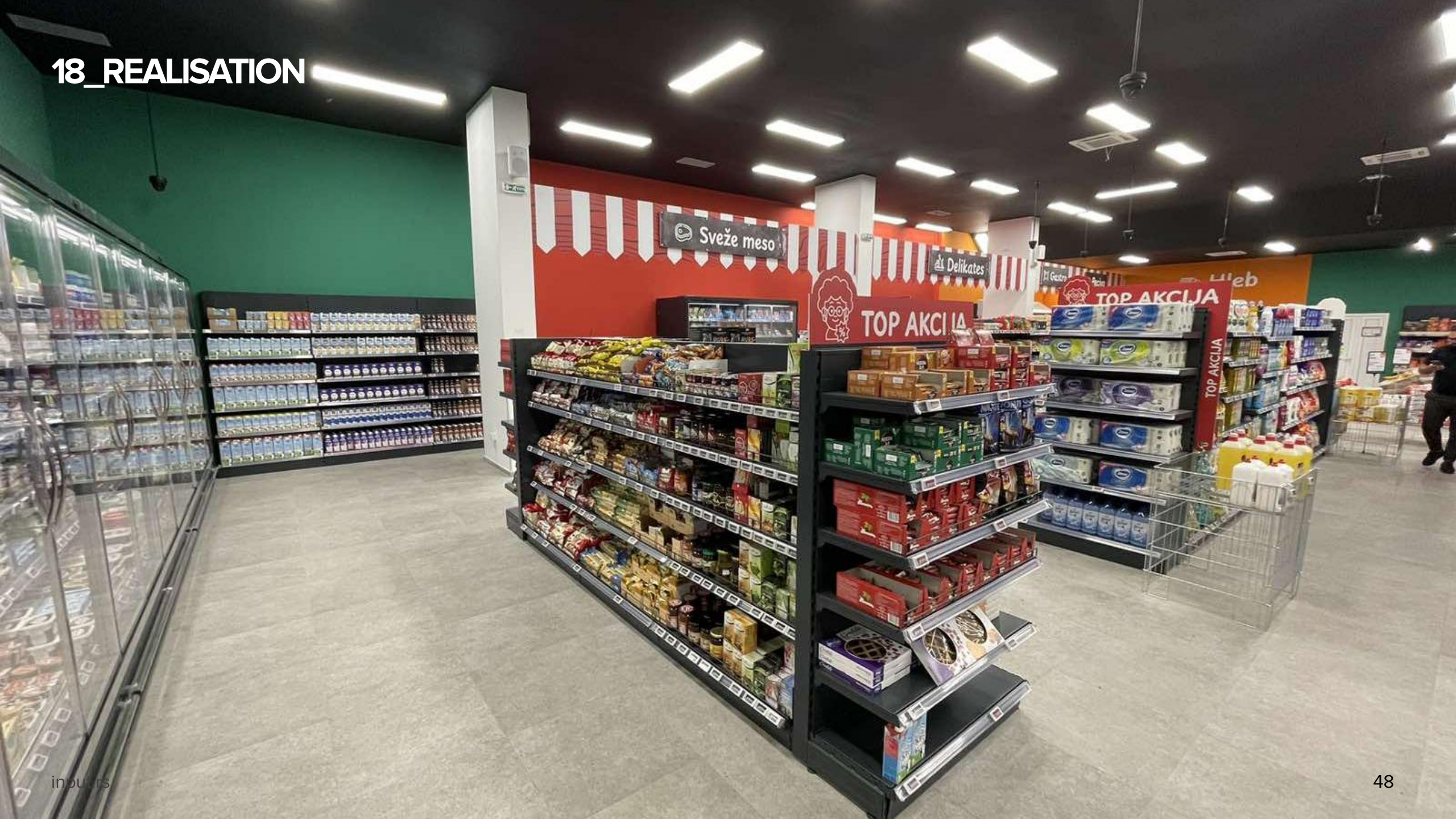
18_REALISATION



- 01 Bubble plan
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- 06 3D model with materials
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- 17 3D shelving typologies

18 Realisation

18_REALISATION



18_REALISATION



DESIGN PACKAGE DOES NOT INCLUDE:

- Documentation for obtaining building permits
- Creation of a graphic book of standards
- Connection diagram of final installation connections with the complete network of the facility
- Execution and supervision of construction works
- External branding and advertisements outside the sales area
- IT equipment and video and alarm systems
- Delivery and installation of appliances (coffee machines, juicers...) and delivery of work uniforms

OUR REFERENCES

WHAT WE BUILT...











GREEN MARKET | PETROVAC NA MLAVI



FIS | LJUBUŠKI



ŽUTI MARKETI NOVA PAZOVA





LAUNCHING **IDEAS**



THANK YOU!

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