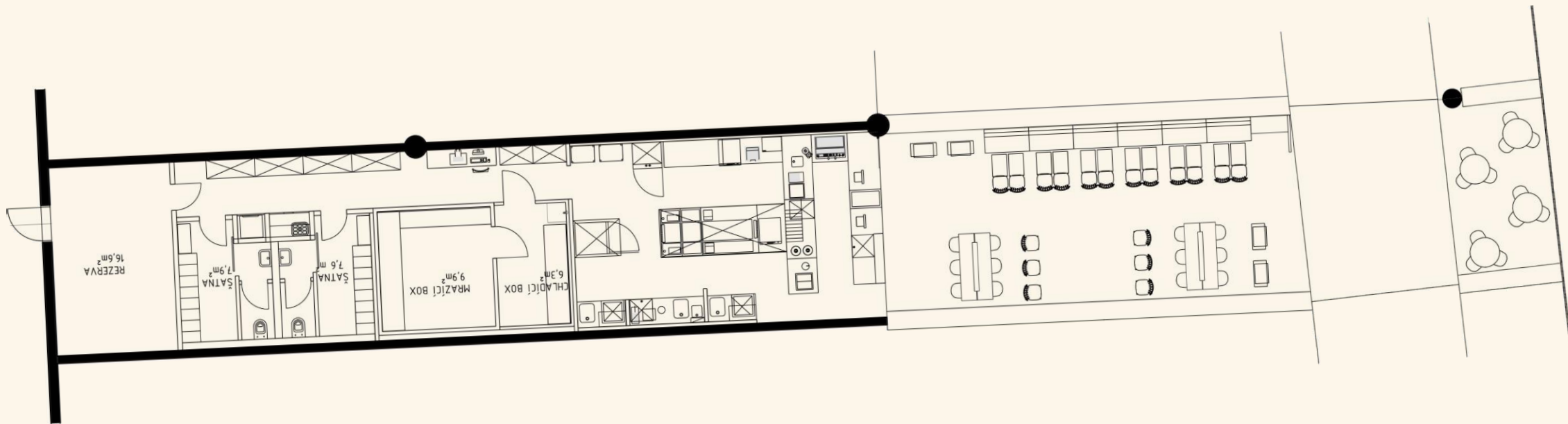


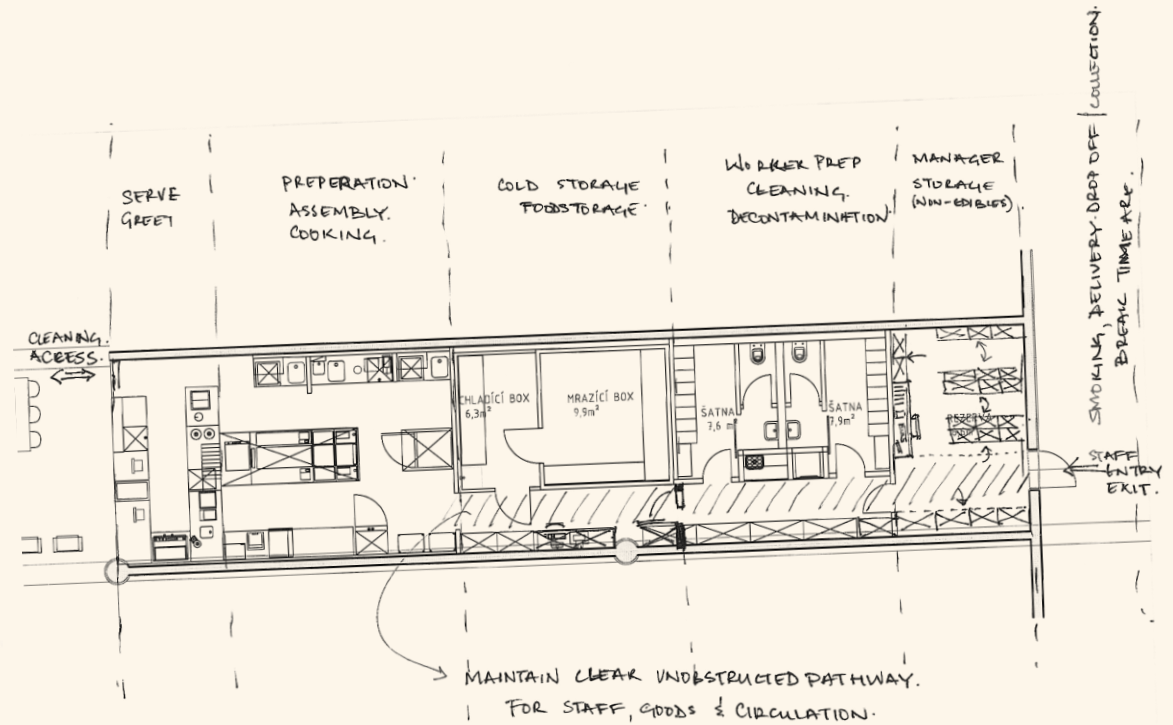
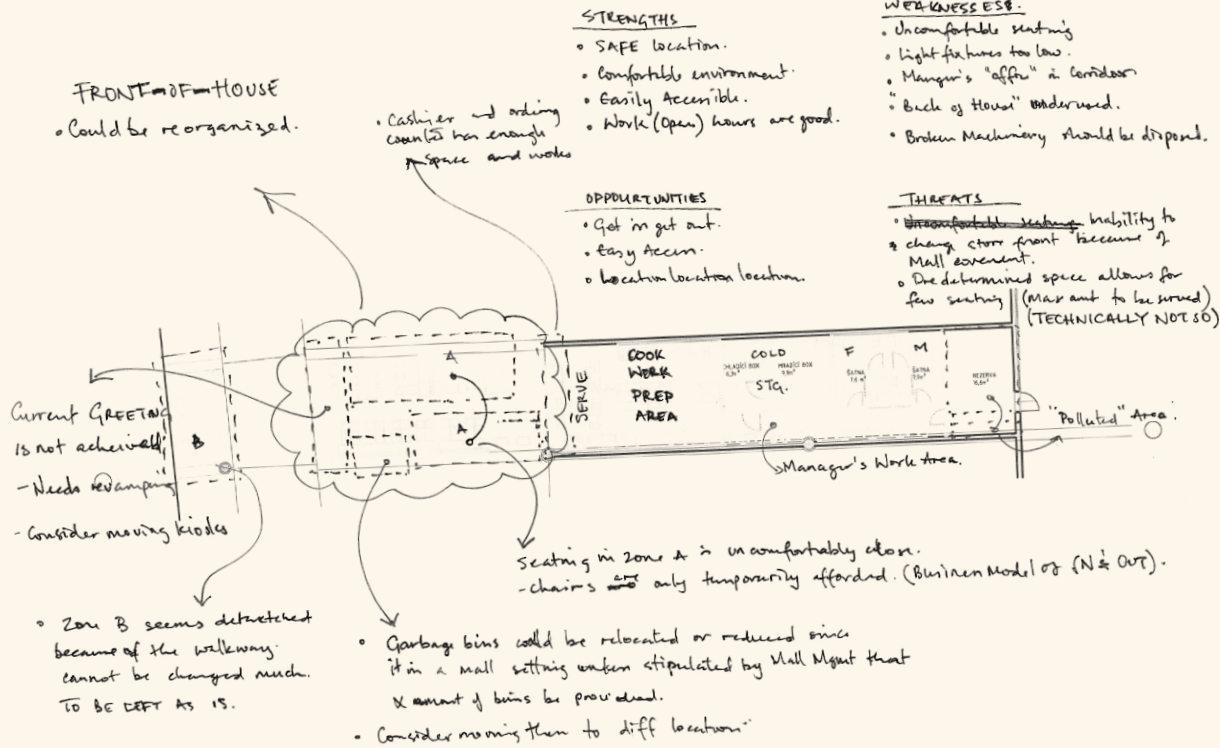
BAGETERIE BOULEVARD

Team 07 – OC Nový Smíchov
Plzeňská 233/8, Praha 5

EXISTING CONTEXT

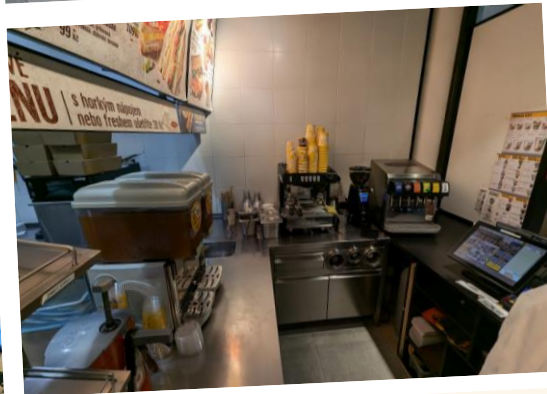


SITE ANALYSIS



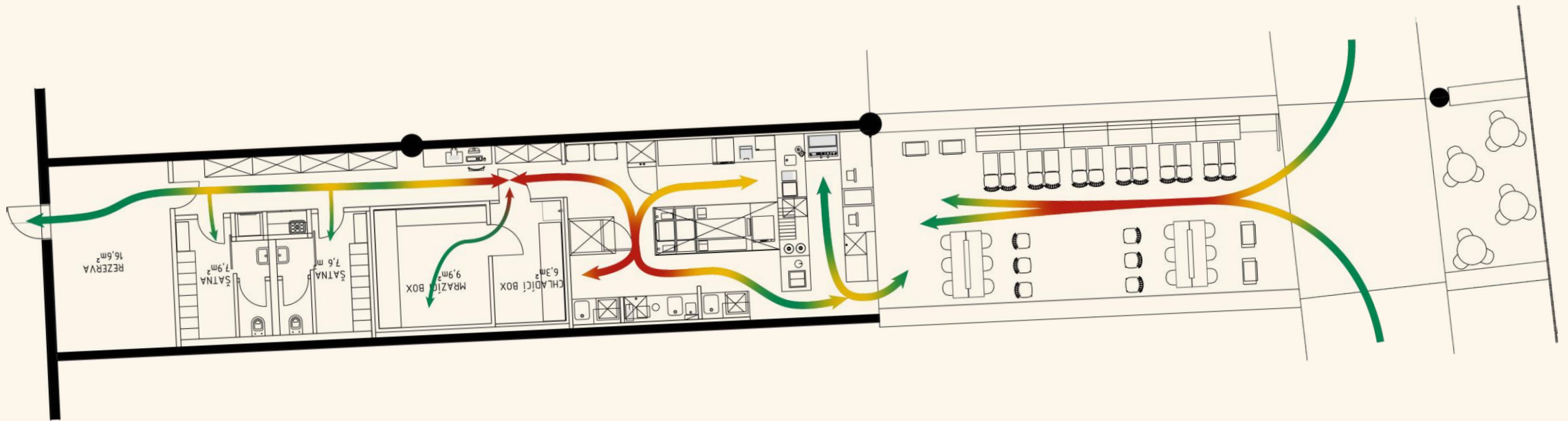
SITE ANALYSIS

Bageterie Boulevard in Smichov Shopping Centre is a popular fast-food restaurant that focuses on quality and fresh baguettes with a variety of ingredients. Bageterie Boulevard also focuses on healthier eating, offering salads and homemade lemonades, for example. Its location in the mall makes it the perfect place for a quick lunch or snack while shopping.



**BAGETERIE
BOULEVARD**

FLOW ANALYSIS



SWOT ANALYSIS

Strengths

- Safe location
- Comfortable environment
- Easily accessible
- Opening hours are good

Weaknesses

- Uncomfortable seating
- Light fixtures too low
- Managers "office" in corridor
- "Back of house" underutilised
- Broken machinery cluttering space

Opportunities

- Get in, get out
- Easy access
- Location, location, location
- Use yellow branding colour to shift focus

Threats

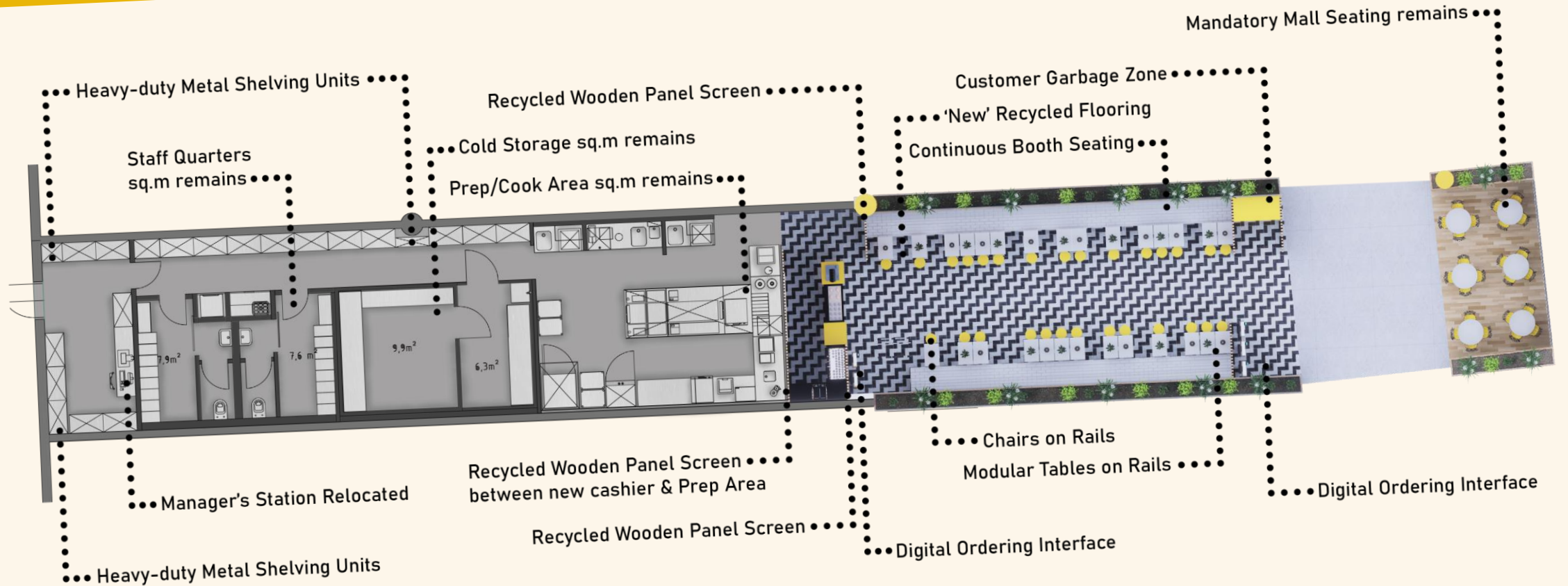
- Inability to change aspects due to mall guidelines
- Predetermined space allows for few seating

FOCUS FOR THE FUTURE

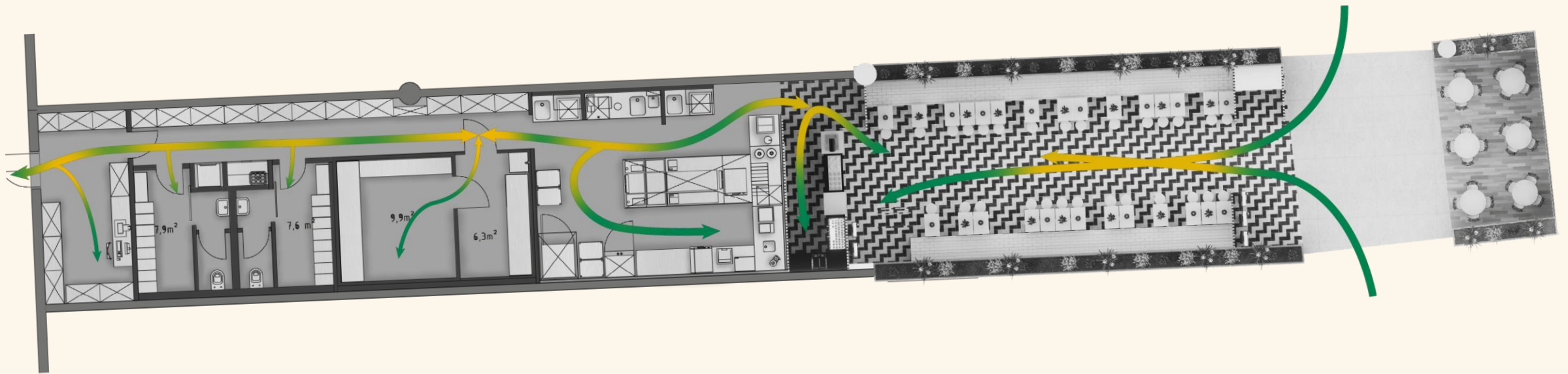
Departure from typical America
fast-food style location

Create a space that reflects
the quality of the brand

ADRESSED ISSUES



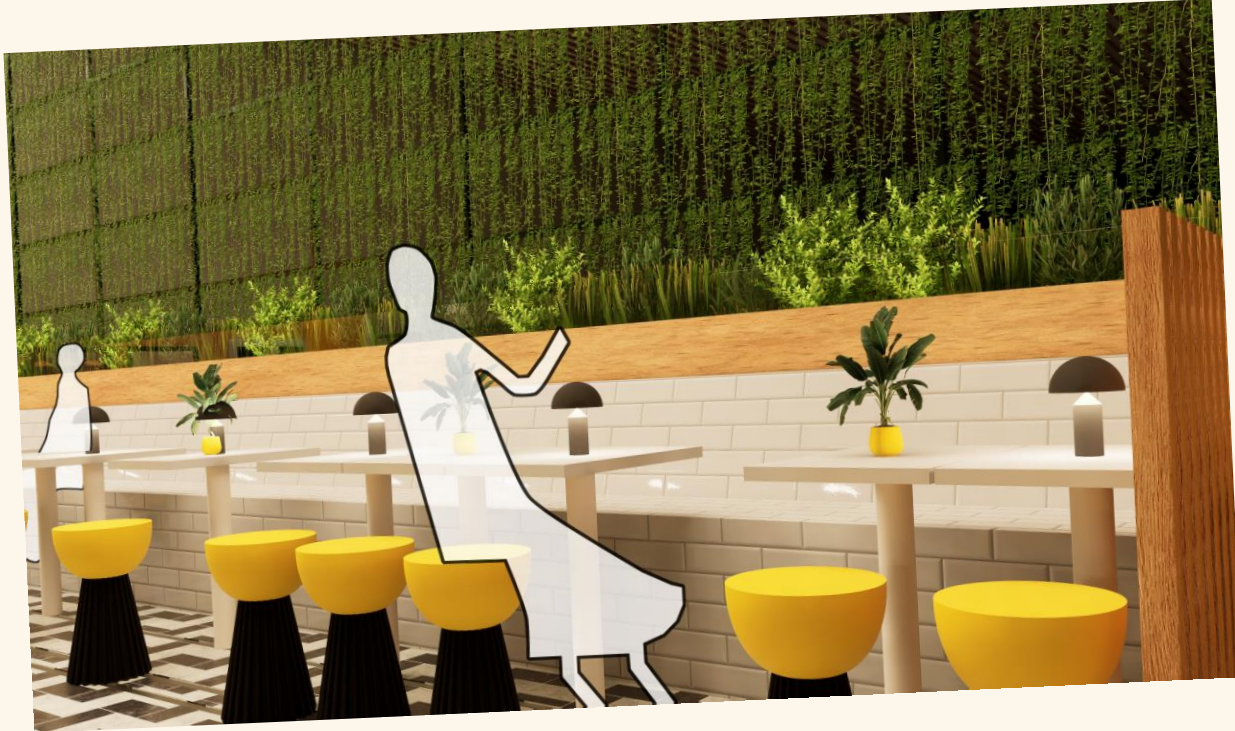
ADRESSED ISSUES



CUSTOMER SPACE



CUSTOMER SPACE



SUSTAINABILITY

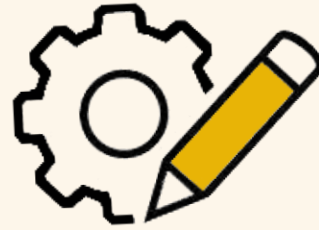


AMBIANCE
SEATING



COST EFFECTIVE

SANDWICHES
RENOVATION



CUSTOMIZABLE

SANDWICHES
SEATING
DINING HALL



RECYCLED

WOOD
METAL
GLASS

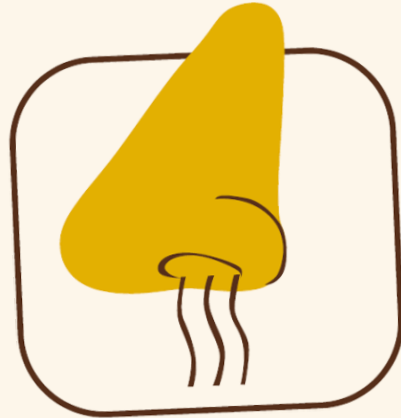
SENSES



Look for the store



Place your order



Smell how fresh



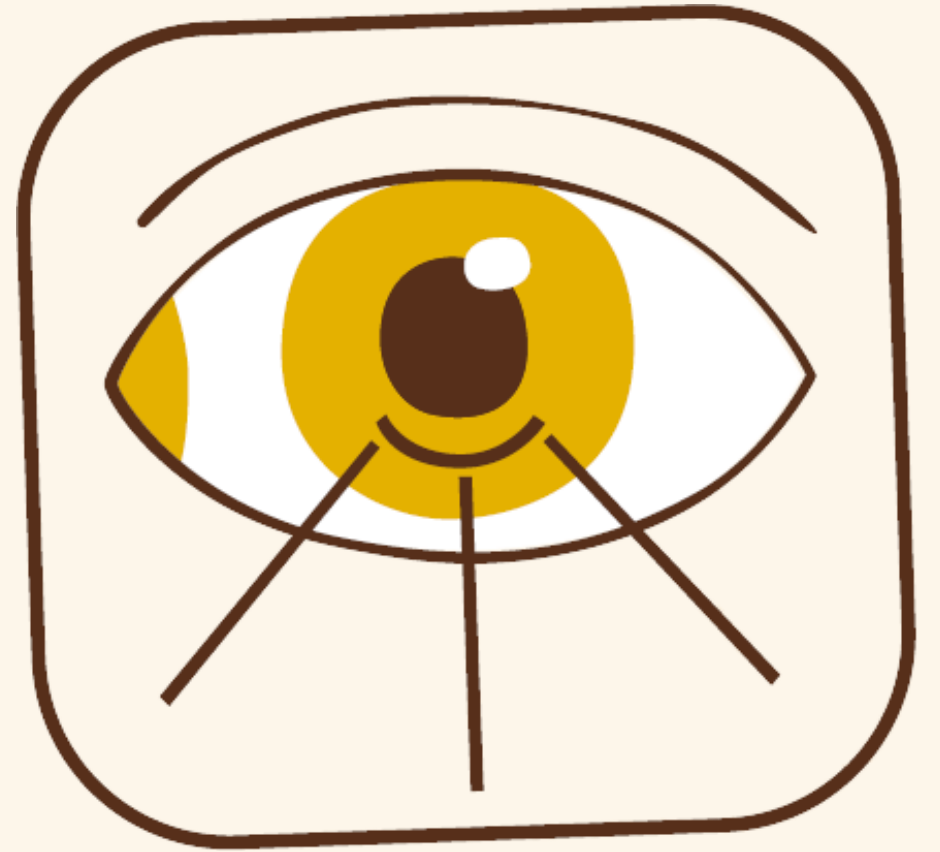
Hear your order #



Enjoy your meal

SIGHT

- Focusing on visually appealing interior space
- Soft ambient lighting
- Green walls separating the space and offering privacy
- Layout and furniture
- Color scheme-yellow color as an accent and secondary warm tones
- Visual focus points



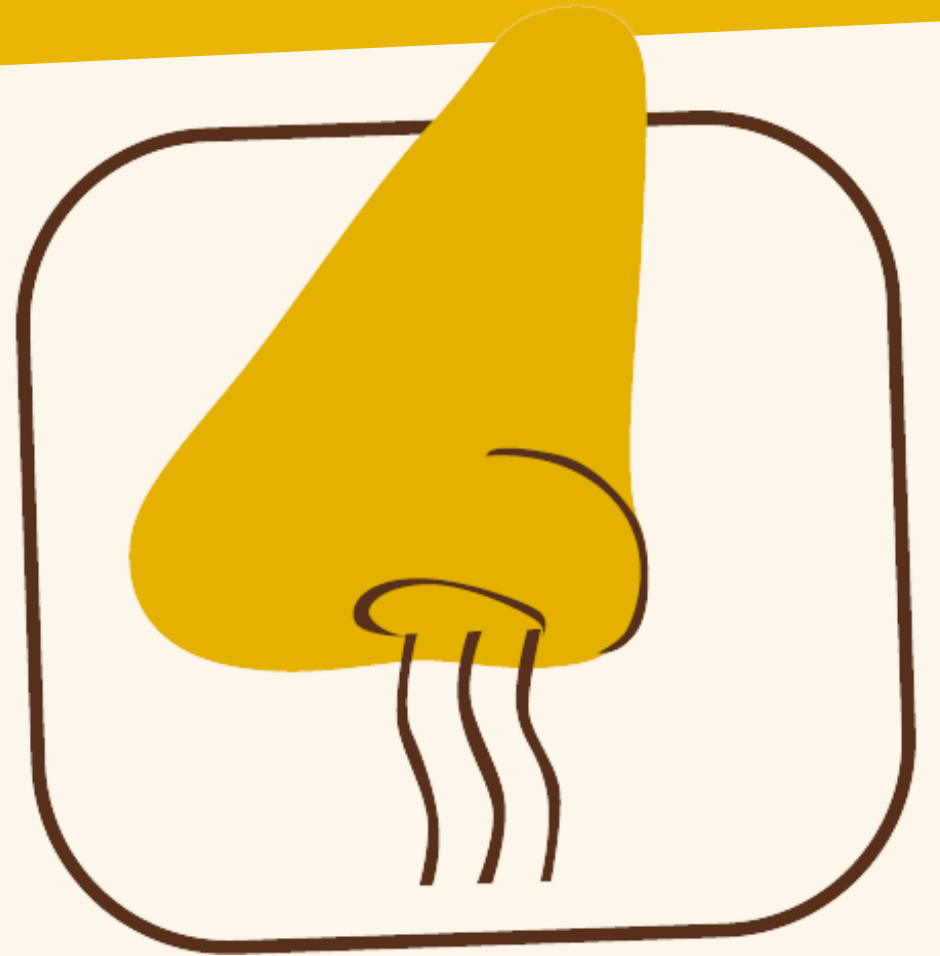
TOUCH

- Furniture comfort-comfortable fabrics of chairs and benches
- Modular layout-range of seating options for different preferences
- Textural variety-mix of materials
- Material quality



SMELL

- Aromatic ambience -delicious smell of bread baking, patatas and warm coffee
- Herbs variations contributing to the freshness and tastiness of the food
- Ventilation-ensure that unpleasant smells are not mixing in the customer space



HEARING

- Acoustic treatment-soft materials to absorb sound and reduce echoes
- Noise management-sound barriers like green walls and wood panels to prevent noise from the kitchen as well as the surrounding cafes
- Sound variety-background music that will not disturb the conversations of people and will contribute to a better atmosphere



TASTE

- Menu variety-range of high-quality baked goods, seasonal and fresh options
- Use of fresh herbs in the food
- Hot and cold drinks options
- Tasteful presentation
- Balance of flavors
- Various dining styles-customizable table variations depending on the group size

