

WE KNOW SPACE



RETAIL. WAREHOUSE. SOLUTIONS.

DESIGN



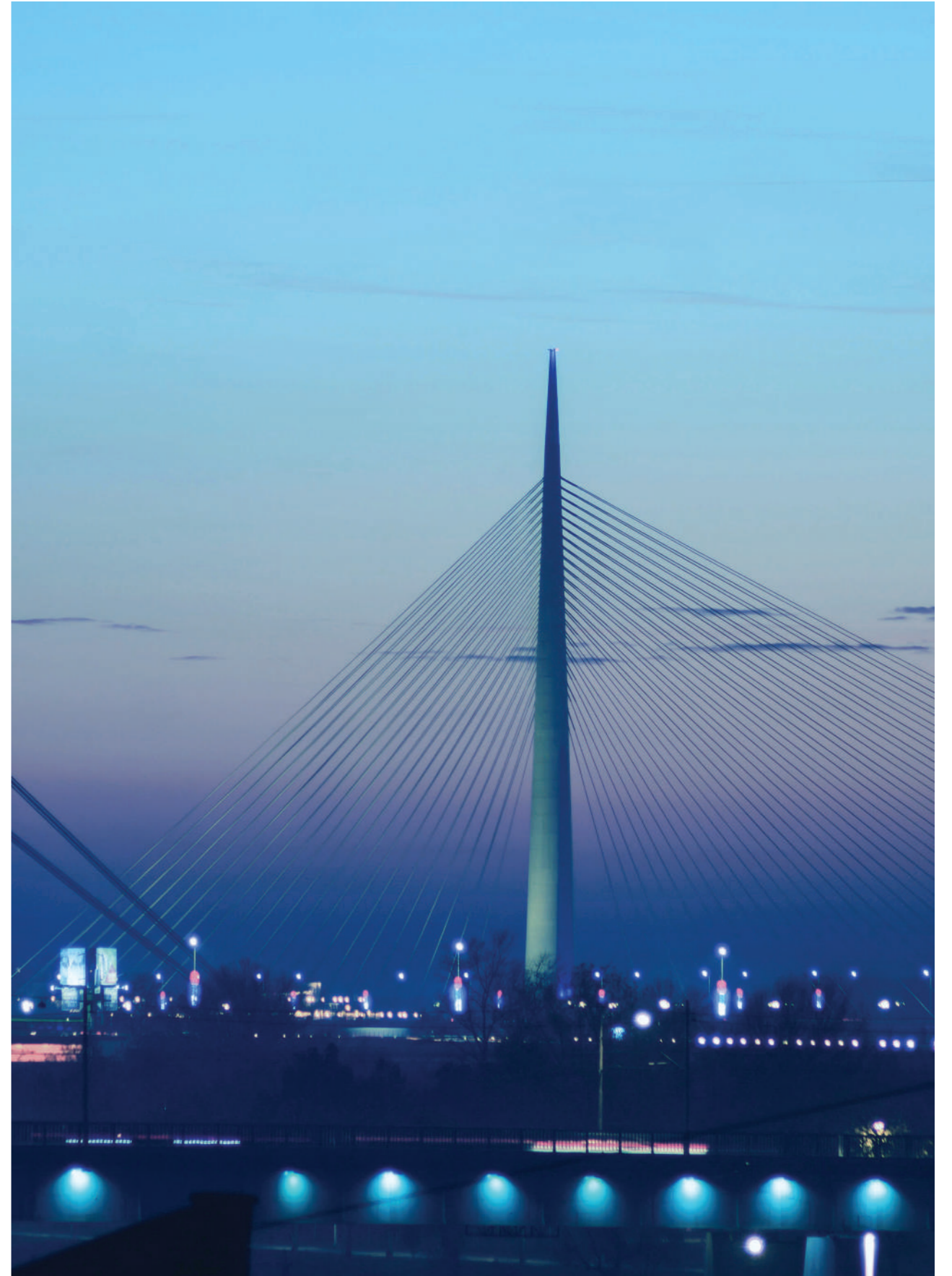
Zdravo*

We are INPUT.

We have come a long way to get where we are today: from a small family enterprise to a full-service company for the design & fitting of retail and warehouse spaces.

We are headquartered in Belgrade, Serbia.

*Hello, in Serbian



FACTS & FIGURES

- ▶ Founded in **2010**
- ▶ **50+ employees:** architects, designers, product developers, research, strategy, sales, logistics, assembly
- ▶ **200+** design projects in 2022
- ▶ A broad network of partners, suppliers & clients
- ▶ **1600 m²** business
- ▶ **1100m²** warehouse





RETAIL AND WAREHOUSE SOLUTIONS. EVERYTHING INCLUDED.



SOLUTION
DESIGN



INSIGHT &
INNOVATION



SUSTAINABLE
INNOVATION



RETAIL &
WAREHOUSE
EQUIPMENT



PRODUCTION



LOGISTICS



TURN-KEY
STORE



AFTER-SALES &
MAINTENANCE

We deliver a complete solution tailored
to your brand and products.

REQUEST

1.0.

Brief

INSPIRATION
BRINGING YOUR
IDEA TO LIFE

We first need to know **you, your brand strategy, needs and ideas**. We will present our portfolio and examples from our practice, offer inspiration and define the overall direction through mood boards.

1.1.

Research



LOCATION



BUDGETING



CUSTOMERS



CLIENT'S
DESIGN GUIDES

This is the phase where we do our job of **discovering the big picture of your business**. We analyse your competition, consumers, location, assortment, and visual guidelines. We will ask you for your designated budget to adapt our proposal to your plans.

1.2.

First idea



BUBLE PLAN



CUSTOMER
FLOW

We create a **bubble plan** so you can see the proposal for space organisation, disposition plan for all product categories and customer flow model fully adapted to your customers and yourself.

Your feedback is crucial in every step and will be implemented in further phases. We will discuss the disposition plan for product categories and define the deadlines, project phases and assigned tasks for both parties.

We take off!

1.3.

Debrief



STATUS
REPORT



CONCEPT
PLAN

PROJECT PRESENTATION

2.1. Drawings, design guidelines, category positioning

The first draft layout with basic dimensions, equipment disposition and a more detailed entrance and checkout area. Our designers will offer **guidelines for interior design and facade**.



BASIC LAYOUT AND INTERIOR DESIGN INSPIRATION



PRODUCT CATEGORIES CAPACITIES CHECK



ENTRANCE, EXIT AND PAY ZONE LAYOUT



MOODBOARD AND SKETCHES



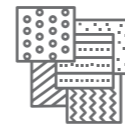
BASIC 3D MODELS WITH CEILING, LIGHTING, FLOORS



FIVE SENSES SHOPPING EXPERIENCE SOLUTIONS



BASIC SIGNAGE



COLOURS AND TEXTURES



2 ZONES FULL VISUALISATION

2.2. Interior design

It is time for the five senses customer experience. We propose **materials, colours and textures** that will make your consumer feel comfortable and get a **unique experience in your space completely adapted to your brand, ideas and values**. Designing your space around your brand, visual identity and specific requirements, we create a bespoke solution just for you. The concept will be presented in 3D renders.

2.3. Synchronization

Communication and feedback are crucial to every phase of the process. They will be part of the **final layout**, containing a sync plan, drawings for all operational aspects and detailed instructions for the execution of the project.



FINAL LAYOUT



WATER AND POWER SUPPLY POINTS



FLOORING, WALLS AND CEILING



LIGHTING POSITION



FACADE AND ENTRANCE CONCEPT

FINAL

3.1. Technical design

The equipment specs are now defined for both standard and tailor-made elements. Our constructors are composing **exact technical drawings for production.**



CONTROL MEANSUREMENT



ID INTERIOR AND ELEMENTS 3D MODELS



SIGNAGE AND COMMUNICATION



BASIC DOCUMENTATION FOR TAILOR MADE ELEMENTS



LIGHTING



MERCHANDISING GUIDELINES FOR SPECIFIC ZONES



REFRIGERATION



EQUIPMENT SPECIFICATION



SIGNAGE AND COMMUNICATION

3.2. Handover

The **complete technical documentation** is created, and the project is on paper in its final form. The concept we worked on together is about to become a reality.



PROJECT DOCUMENTATION

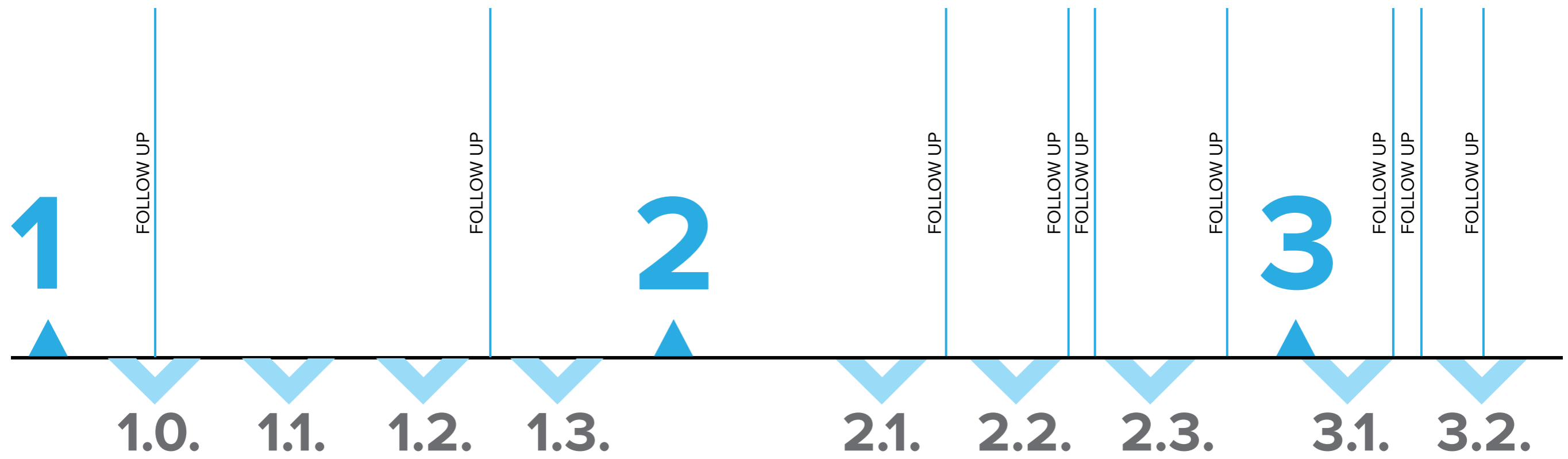


TIME LINE SUMMARY

10-14 weeks

from the first brief to the final project.

Your feedback is vital to the process; every **follow-up** phase is aimed to exchanging it and working in true, effective partnership.



REFERENCES

DELHAIZE	CRAFTER	PEVEX	AMKO KOMERC
MERCATOR	WÜRTH	METALAC	YIMOR
RODA MEGA	EUROPROM	MORAVA	ONOGOŠT
IDEA	DTL MARKETI	KTK KOMERC	FORTUNA
UNIVEREXPORT	EUROPETROL	HOME PLUS	NAMEX
AROMA	NIS PETROL	PET REPUBLIC	ADEN
DIS	SHELL	IN SPORT	CM
SUPER VERO	EKO	AKSA	DŽENEX
SUNCE	OMV	SPORT VISION	KONZUM
GOMEX	WIN WIN	DEXYCO	AS
GATARIĆ	GIGATRON	HUAWEI	
RIM GROUP	TEHNOMANIJA	SWISSLION TAKOVO	





**WE KNOW
DIY STORES**

Hajde da **kuvamo** zajedno

CRAFTER

CRAFTER

CRAFTER

Preko
40.000
artikala

I HEROJI greše.
Ovde proverite cenit!

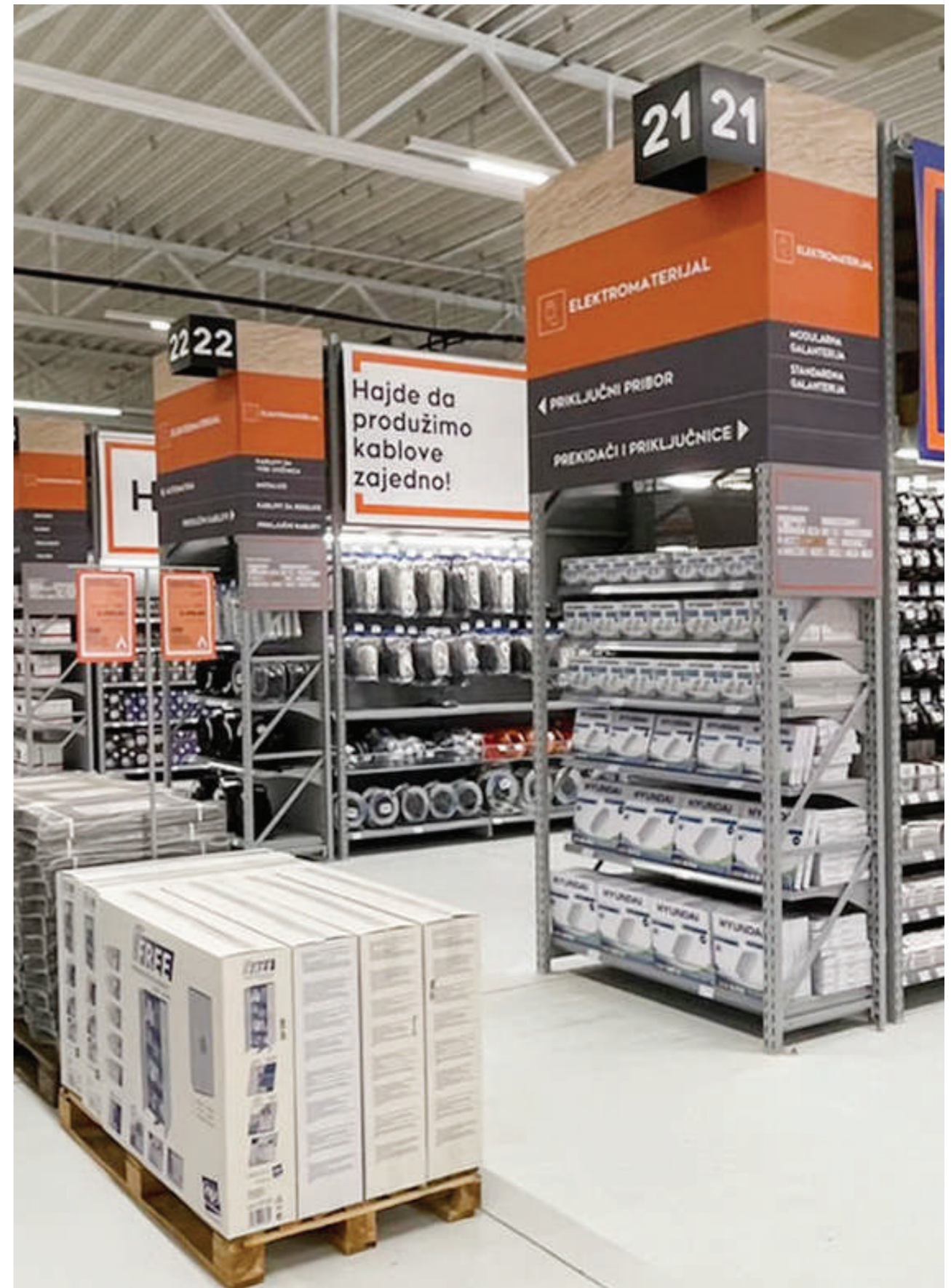
de da **povezujemo**

CRAFTER

Crafter

“Let’s do it together!” was the message Crafter launched when it entered the market and presented its unique concept.

And so we did.





Positioning new retailers in the market is always a challenge. Our store had the role of supporting our new brand at its most sensitive period, the launching. With Input, we responded to the challenge in the best possible way, and every idea we had was turned into the best reality.

Ines Prijić
CM & Retail development manager

CLIENT: Crafter
LOCATIONS: Belgrade, Serbia
OPENING: 26.07.2021.
SALES AREA: 8180m²
RESULT: Comprehensive bespoke solution
 Project/ Design/ Equipment delivery/ Tailor made products/ Assembly





MINERALNE VODE

ENERGETSKI NAPICI

WE KNOW
SUPERMARKETS

Aroma

The mix of **our retail knowledge and clients' understanding of consumers** created an environment where a short shopping trip is a delightful experience.



There is a shift in consumers' definition of convenience: on-the-go consumers rather make more frequent trips to stores where they can get what they want and be on their way. Aroma project is a manifestation of this principle.



CLIENT: Domaća Trgovina
LOCATIONS: Belgrade, Serbia
OPENING: 27.10.2022.
SALES AREA: 750m²
PROCESS: Project/Design/
Equipment delivery/Tailor made
products/Assembly



Koza Nostra

Welcome to the world of goat milk products!

Organic, hand-made goat milk products are delivered to the market from the green fields of Serbia directly to the Koza Nostra shop in the centre of Belgrade, Serbia.



WE KNOW
SPECIALIZED
STORES



The owner of Koza Nostra business is an innovator in the field of goat milk dietary and cosmetic products. We brought innovation into the brand by designing a store that reflects brand values.

The roof beams used in the interior are the parts of the old rustic pantry that belonged to the owner's ancestors.



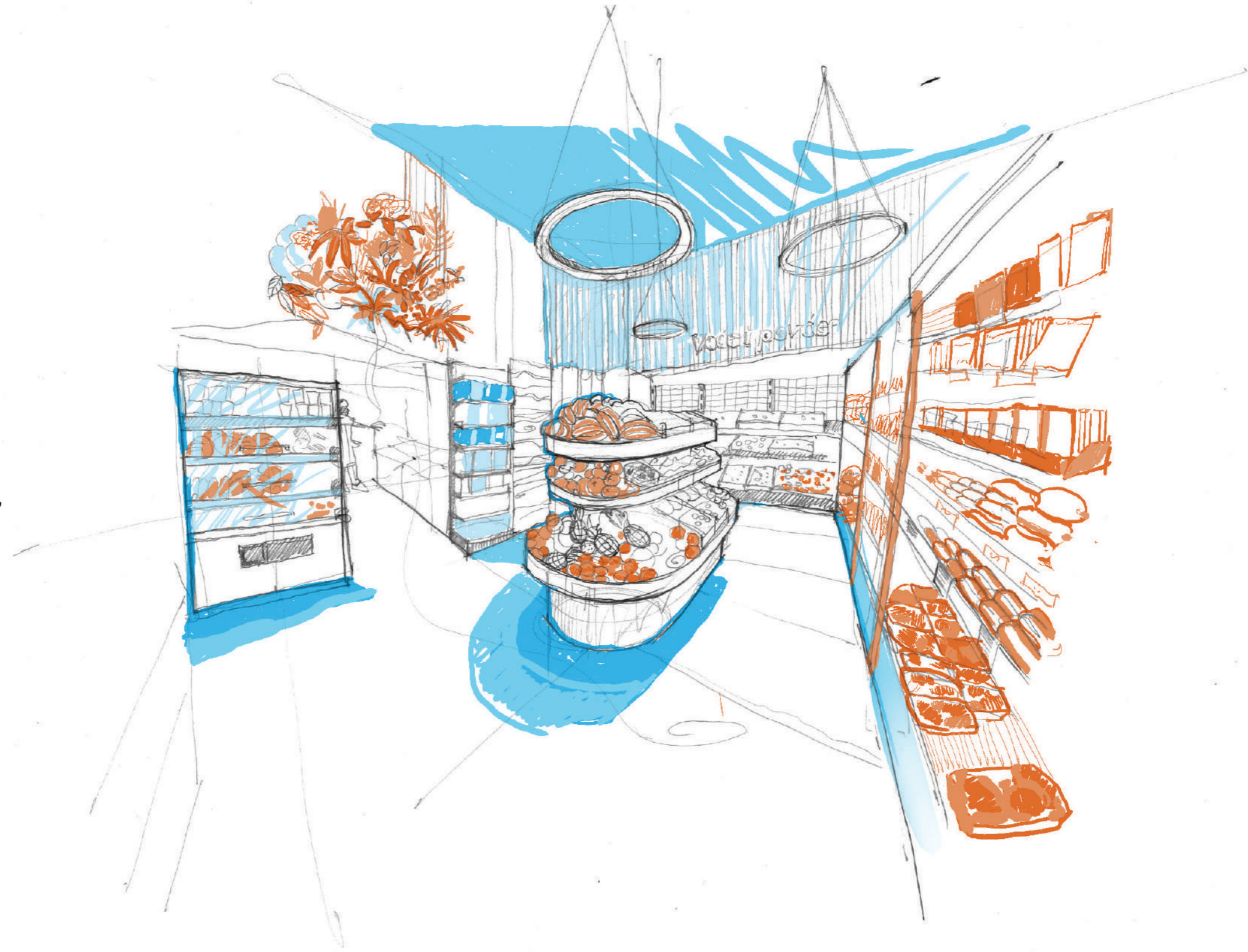
CLIENT: Koza Nostra
LOCATIONS: Belgrade, Serbia
OPENING: 24.09.2020.
SALES AREA: 20m²
PROCESS: Project/ Design/
Equipment delivery/ Tailor made
products/ Assembly

STORIES WE LEARN, STORIES WE TELL

We need to know the big picture.

We learn about it doing research and analysis. And by asking you questions, of course.

Everything we do is so we can tell the story about you, your team, and your brand. Wrapped in a perfect form to fit your business.

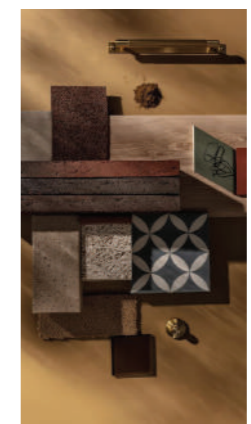




WE KNOW CONVENIENCE STORES

Amko

How do we start a partnership?
With a **thorough research** of the shopping habits of our clients' consumers and their notion of comfortable, enjoyable shopping.



Amko concept: fast and comfortable urban grocery shopping.

TRADITIONAL MEETS MODERN
IN DOWNTOWN SARAJEVO
We found the inspiration at the
intersection of traditional and
modern and the **respect for the
local spirit and culture Amko is
operating in.**



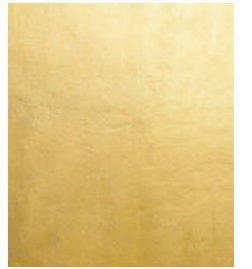
Centrally located in downtown
Sarajevo, the site itself offered
the elements and atmosphere
we tried to promote further
with the project design and its
details - colours, textures,
materials, and decorative lighting.



CLIENT: Amko Komerc
LOCATIONS: Sarajevo,
Bosnia and Herzegovina
OPENING: 23.12.2022.
SALES AREA: 165m²
PROCESS: Project/Design/
Equipment delivery/Tailor
made products/Assembly

Hanny Beauty

Certain businesses within retail have their own **specific needs**. When it comes to drugstores, the first goal is to **make customers feel at ease**. There are emotions involved in drugstore shopping, so there are emotions involved in its design too.



WE KNOW
DRUGSTORES





CLIENT: Hanny Beauty

LOCATIONS: Čačak, Serbia

OPENING: 05.05.2022.

SALES AREA: 90m²

PROCESS: Project/ Design/
Equipment delivery/ Tailor made
products/ Assembly

RESULT:

**Comprehensive tailor made
solution**



Challenge/Opportunity:
launching a **new brand**
and opening a **new store**
simultaneously.





**WE KNOW
DIY STORES**

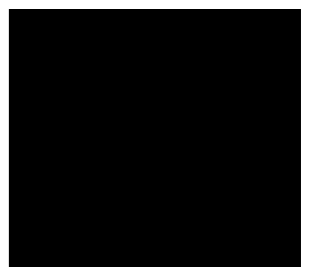
Würth

We believe in makers, and we pride ourselves on being the one.

Collaboration with Würth was **from one maker to another.**



We are proud to be the partner of Würth, the worldwide supplier of assembly technology to craft and industry.



DIY stores are distinguished by an unusual range. There are products of a variety of different shapes and sizes. We found the best way to present and display technical innovations in hand, power and hydraulic tools and material processing products.

Our first focus: customers comfort



CLIENT: Würth

LOCATIONS: Niš, Serbia

OPENING: 22.07.2022.

SALES AREA: 325m²

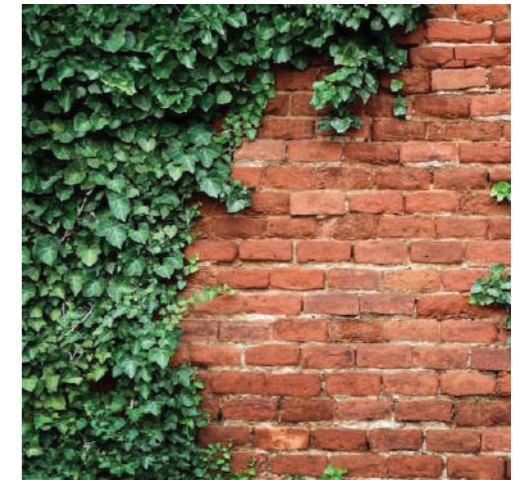
RESULT: **Creating the standards and upgrading the display elements for multiple stores in Serbia and Montenegro**

PROCESS:

Project/ Design/ Equipment delivery/ Tailor made products/ Assembly

Vršački vinogradi

Spreading wine culture and restoring the glory of Vršac vineyards wines is the everlasting mission of Drašković winery. And it resulted in opening a new chapter in their operations - establishing exclusive wine **shops that became the company's trademark** and the perfect way of expanding their winery services portfolio.



When it comes to wine shops, it is not just about a curated selection of wines, tastes and labels. **It is also about wine retail style.**

**WE KNOW
WINE STORES**





Cheers to creating the project design and finding the balance between tradition and local.



CLIENT: Vinarija Drašković

LOCATIONS: Vršac, Serbia

OPENING: 04.11.2019.

SALES AREA: 32m²

RESULT: Comprehensive bespoke solution

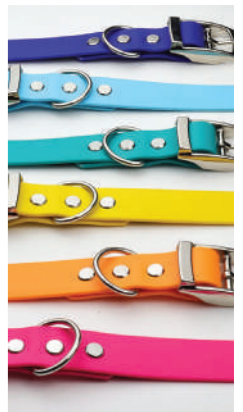
RESULT: Project/ Design/ Equipment delivery/ Tailor made products/ Assembly



Pet Republic

Petcare category is expanding, and so is the way of designing pet retail. **This is our take on the amazing, furry and feathery retail design.**

WE KNOW
PET RETAIL





CLIENT: Pet Republic
LOCATIONS: Belgrade, Serbia
OPENING: 29.11.2019.
SALES AREA: 125m²
RESULT: Comprehensive
bespoke solution
PROCESS: Project/ Design/
Equipment delivery/ Tailor made
products/ Assembly

Input and Pet republic joined forces to roll out a concept program that unites products, services and expertise.



All colours, patterns and fixtures in tell the part of Pet republic story: the one of **care for nature, affection for animals** and **understanding of pet owners** consumer habits.



WE KNOW SPACE

OUR UNDERSTANDING OF SUCCESS?

A long-term collaboration with our clients. When we work together, we grow and learn from each other.

OUR BUSINESS CONCEPT?

A comprehensive portfolio of products and services covering the entire process of fitting business premises, retail and warehouses.

OUR AREA OF EXPERTISE?

Planning, design, equipment, production, assembly, customer service and supervision.





www.input.rs

**EQUIPMENT
RETAIL
WAREHOUSE
IDEA
COMING TO LIFE**

INPUT DOO

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