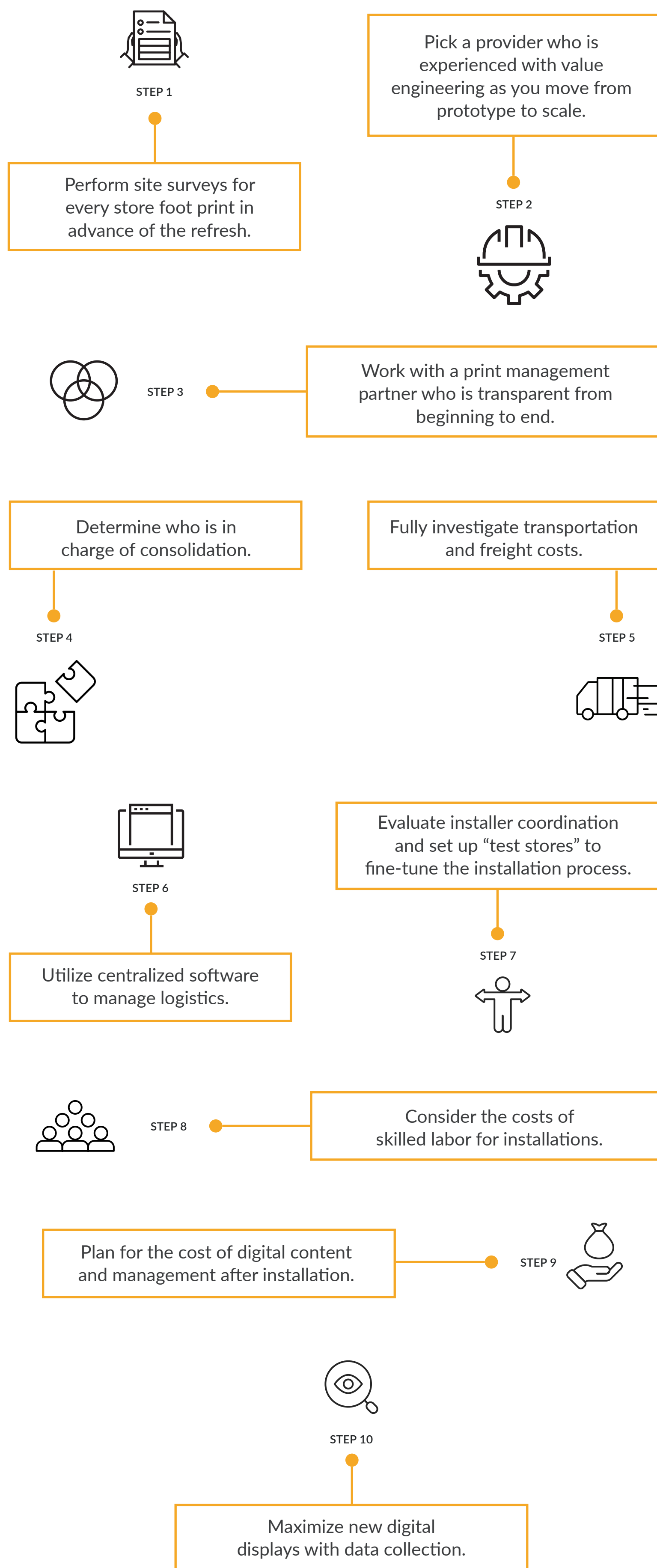


THE ILLUSTRATED GUIDE TO

10 STEPS TO AVOID HIDDEN COSTS OF A STORE REFRESH

In retail, few initiatives are more challenging and more important than a store refresh. You're reintroducing your brand to both loyal and potential customers by creating an ideal customer experience that presents your brand at its aspirational best. If you are leading the refresh project, it's about arriving at that idea as efficiently and cost-effectively as possible. Miller Zell has identified 10 often overlooked costs during a store refresh.



Know What Success Looks Like

To achieve your ideal refresh efficiently and cost-effectively, **download our full eBook**, 10 Steps to Avoid Hidden Costs of a Store Refresh. Or if you're ready to start, **contact us** today!