



## A Happy Place

Homey store design brings in customers. **BY REBEKAH HARRISON**

**S**tore layout is probably the most important part of any retail store. Customers love things like perfect lighting and easy to shop aisles. One such store, Godfrey's-Welcome to Dogdom in Mohnton, Penn. isn't just a pet store. The unique layout makes shopping more like a special experience. Godfrey's-Welcome to Dogdom is actually laid out in a three bedroom house.

We spoke with Barb Emmett, president and owner of Godfrey's-Welcome to Dogdom about their inspiration behind

the store layout and the business concept.

**Rebekah:** *Can you tell me a little about Godfrey's-Welcome to Dogdom? What is the history behind the name?*

**Barb:** Godfrey's-Welcome to Dogdom is a canine lifestyle experience. We are located on 4-acres in the Berks County countryside. Located on our 'canine campus' is a six-room retail store and a Canine Learning Center, where training, dog sports and wellness and conditioning classes are run.

**Rebekah:** *What is your store layout like?*

**Barb:** The original purpose for the restoration was as a beautiful three bedroom, three bath home. In designing my store layout, I used the existing rooms to display canine items and human gift items relevant to that particular room; i.e., in the kitchen are the foods, treats and supplements, placemats, etc. In the dining room are the dining bowls, human glassware in the dining hutch; the bedroom, where dog beds and human and dog apparel; the "Out and About"



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room for toys, travel gears, less formal leashes and collars and the “Spa Room” in the bathroom to display all natural shampoos, dental care products, natural flea and tick, eye care, robes, etc.

**Rebekah:** *What was the inspiration behind the layout?*

**Barb:** My business concept is that dogs are true members of the family and as such, live equally in our home with us, sharing our lives every day by our side. Their products are part of our homes, too.

**Rebekah:** *Do you hear feedback about the store layout?*

**Barb:** Yes, that it’s homey here, people relax and that this is their “happy place.”

**Rebekah:** *Did you notice a change in sales when you laid the store out this way?*

**Barb:** I opened in July 2004 with this design concept and have kept it.