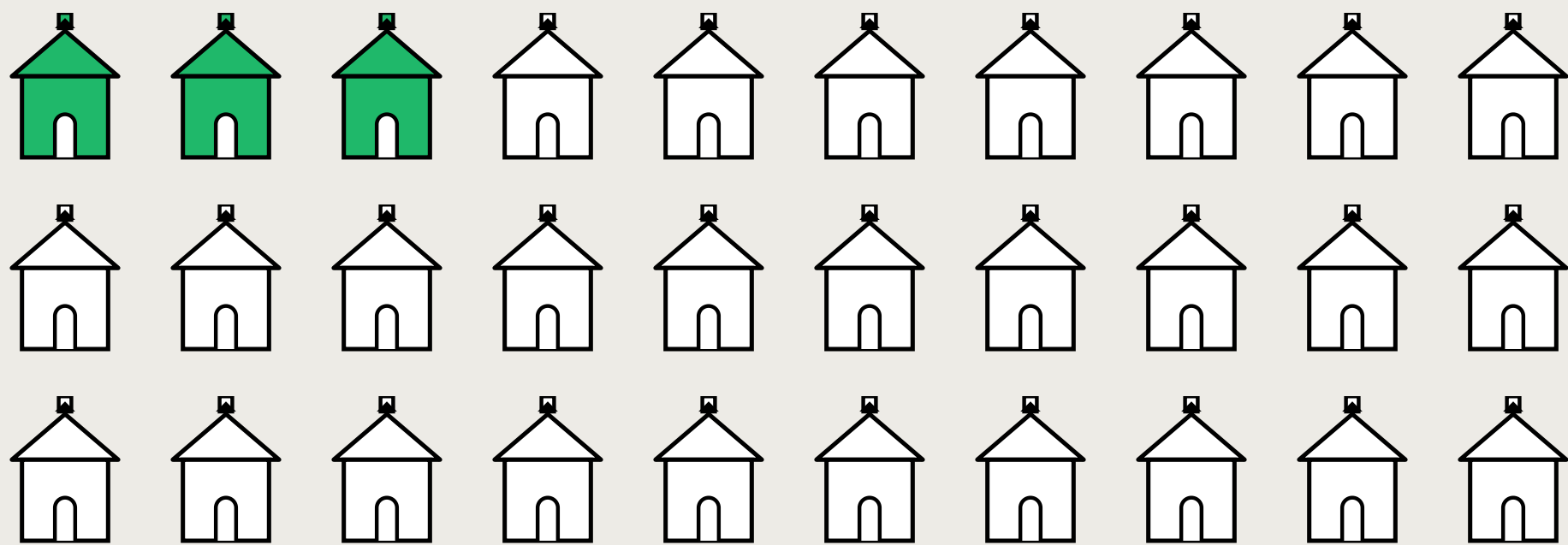


WHAT WORKS FOR THREE STORES OFTEN BREAKS AT THIRTY.

If not sooner.



The fixtures and finishes that made the first store special cost too much to build fifty times. New stores open looking like a cheaper copy of the first.

3

STORES WHERE IT WORKS

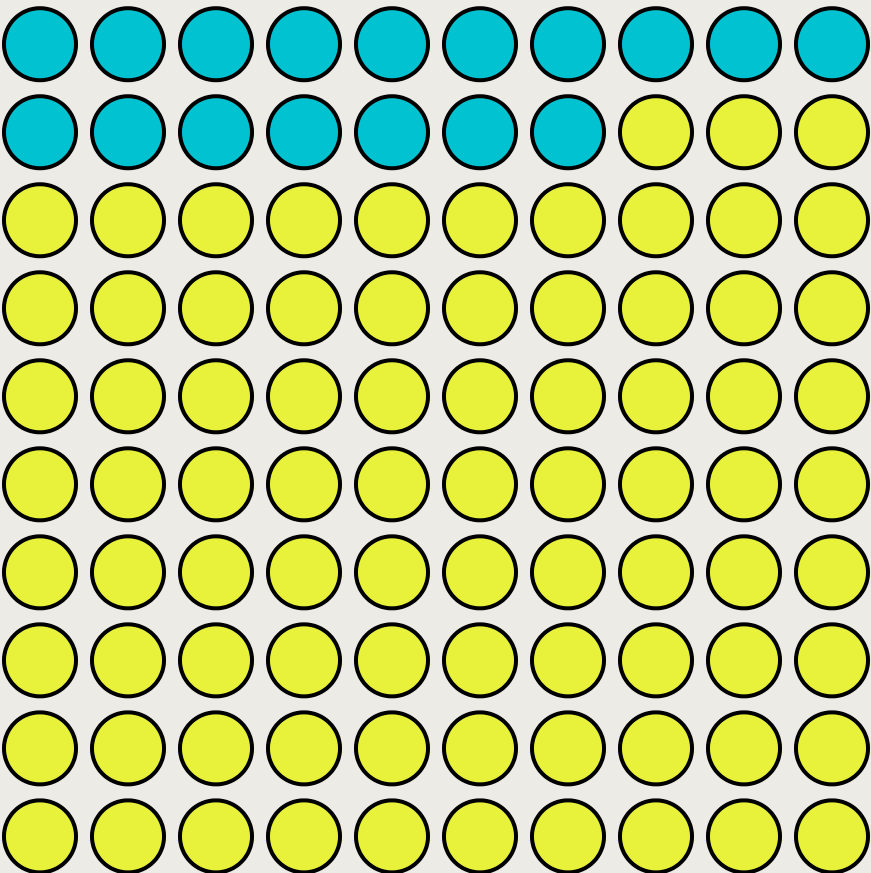
30

WHERE IT OFTEN BREAKS

MOST OF RETAIL IS STILL BOUGHT OFF THE SCREEN.

US retail sales, second quarter of 2026, out of every 100 dollars:

ORDERED ONLINE, AND EVERYTHING ELSE



17.1

ORDERED ONLINE

82.9

EVERYTHING ELSE, MOSTLY STORES

So what the store carries from one opening to the next still matters.

US Census Bureau, Quarterly Retail E-Commerce Sales, 2nd Quarter 2026, released 18 Aug 2026: e-commerce was 17.1 percent of total retail sales (seasonally adjusted). “Everything else” is all sales not ordered online, most of it in stores.

THE QUESTIONS THREE WEEKS ANSWER.

Agreed in writing before Week 1, with your team at the table.

1 What is working?

2 What is luck?

3 What do we keep?

4 What do we fix first?

5 What is the next store to build?

6 Who builds it, and in what order?

THREE WEEKS, FIXED SCOPE.

WEEK 1 · WALK THE STORES

We walk a sample of your stores chosen with you, at a busy time and a quiet one, read what you already know, and talk to the people who run them.

WEEK 2 · CHECK WHAT TRAVELS

We watch shoppers, sort what works from what is luck, and check each idea with your team and with the makers and partners we trust.

WEEK 3 · THE ROADMAP

With your team at the table: what to keep, what to fix first, the next store to build, the partners to build it and the order to do it in.

For a first store in a new country, the Roadmap runs four weeks.

THE ROADMAP IS YOURS THE DAY WE FINISH.

THE ROADMAP · BUREAUSTJAMES.COM/METHOD
Before. We agree the stores, the team and, in writing, the questions the roadmap must answer.
Three weeks. Walk the stores, check what travels, and build the roadmap.
After. Then we can stay on beside your team, for the next store, the next format or the whole rollout.
hello@bureaustjames.com