

Case Study

DAN MURPHY'S NEW STORE & SIGNAGE ROLLOUTS



“We work closely with all stakeholders from the first design sketch to documentation and delivery “

i2C have delivered approximately 15 Dan Murphy's stores across NSW and Victoria since 2004 for our Client Dan Murphy's (Woolworths and ALH Group).

We provide full architectural services including Concept Design, DA/Town Planning documentation, Tender/Construction documentation and Construction services.

The process involves coordinating and liaising with the Client, Town Planner, Council, Project Manager, Consultants and Builder. As part of the documentation, we produce warm shell base building works which requires coordination with the Dan Murphy's internal Fitout and Control Plans.

We all work together as a team to deliver the project on time, to budget and to highest design standards.

Challenges

Each project is assessed based on the site context taking into consideration the standards applicable to a Dan Murphy's store. The challenge is to create a building that sits comfortably within its environment yet is being identified as a Dan Murphy's Liquor Store. It is therefore important to obtain early approval from the Client, Council and Community.

Approach

Our collaborative approach and clear communication lines are important to meet the Client's expectations. We are working closely with all stakeholders from the first design sketch to documentation and delivery. Our aim during this process is to maintain clear communication and provide accurate, quality documentation.

We believe involving the Client in the initial stage of the project is an integral part of our approach to achieve the best commercial outcome.

Continued communication and transparency is maintained throughout the project to ensure design intent, costs and programmes are met.



Outcomes

i2C continue to deliver new Dan Murphy's stores throughout the states. Furthermore, as part of re-branding Dan Murphy's stores, i2C have been engaged to roll out a new Signage Concept for approx. 90 new and existing Dan Murphy's stores in NSW, Queensland and ACT.

PROJECT DETAILS

Value	\$3-4M (average per store)
Client	Dan Murphy (ALH/ Woolworths)
Discipline	Documentation, Approval
Expertise	Retail, Interiors
Year	2004+
Location	National (Aust)
Status	Ongoing