

A photograph of a retail store's interior, showing white shelves stocked with coffee products. The top shelf holds stacks of white coffee cups with red and blue accents. The middle shelf is filled with various coffee bags, some wrapped in silver foil. The bottom shelf features several brown paper bags, some with the word 'CAFFÈ' visible. To the left, a large menu board displays text in a light blue font against a dark background. The overall scene is brightly lit, suggesting a clean and organized retail environment.

**capabilities**  
**2016**

# introduction

At **BonaRetail+Insight Research**, we believe our global experience, business knowledge and creative design skills provide us with the necessary tools to identify value opportunities and bring the right elements of our clients business into focus to improve performance. We do this by integrating the science of retail with the art of design.

Our comprehensive approach to solving our clients challenges begins with a thorough understanding of current consumer attitudes and the competitive environment. We use the latest research techniques and highly focused design solutions to successfully impact brand performance and build customer loyalty.

The key to our approach is identifying what is special and unique with each client. We begin by listening! We aim to learn as much about the brand as possible, and then augment that knowledge with our global experience and expertise. This process is what informs our team of business strategists along with our designers so all aspects of the project are aligned with a singular focus.

# profile



**joseph bona**

president, founding partner

Joseph brings a global perspective and extensive design experience across all retail sectors, from convenience and mass market to drug and luxury.

Prior to **BonaRetail+Insight Research**, Bona was a founding partner and president of MoseleyBona Retail, a retail design agency based in Franklin, MA. Prior to that, he founded GroupRed, which was merged with CBX in 2005 and where he served as President of the Branded Environments practice for 10 years. He personally directed and guided a wide range of initiatives for such companies as Hess, Topaz, PetroChina, OXXO, MOL, AMPM, Wawa, Duane Reade and Sak's Fifth Avenue to name a few and. As a result of his leadership, the retail practice was recognized as design agency of the year in 2013.

His extensive experience spans more than 30 years on six continents, providing him a unique perspective on global trends, as well as practical knowledge of how to adapt and respond to local markets. Joe is a frequent speaker at the NACS Show, FMI, NRF & also was a featured expert on the Modern Marvels TV show discussing the c-store industry.

# client relationships

*Client projects personally managed and directed by Joseph Bona over his 30+ year career including projects while serving as President of CDI, GroupRed, the Branded Environments Practice at CBX and MoseleyBona.*



**TOPAZ**



**PetroChina**



**DUANERead<sup>TM</sup>**

**migrolino**



**RadioShack.**



**SHINSEGAE**

# approach

*Interdisciplinary experts who create integrated solutions that are client and business focused*

## STRATEGY

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BUSINESS DIAGNOSTICS  
BRAND POSITIONING  
MARKET AUDIT  
CONSUMER INSIGHTS

**FOCUSED OPPORTUNITY  
AND VISION**

## DESIGN

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EXTERIOR  
INTERIOR  
LAYOUT; SITE & SHOP  
BRAND/LOGO  
GRAPHICS/PACKAGING

**CONSUMER EXPERIENCE  
AND ENGAGEMENT**

## OPERATIONS

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MENU MIX  
BUSINESS MODEL  
PROCESS/SYSTEMS  
TRAINING

**REDUCED COMPLEXITY &  
PROCESS SIMPLIFICATION**

## IMPLEMENTATION

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PROTOTYPE  
TEST/REFINE  
ROLL-OUT  
PROGRAM GUIDANCE

**IN-MARKET RESULTS**



# All town

Global Partners: Stoughton, MA

## the challenge

Introduce a new food retail experience to capture the growing demand for higher quality food choices in a state of the art convenience setting.

## the approach

Positioned Centre Street Kitchen as a fresh-prepared food offer that is authentic, contemporary and professional to overcome the perceived “gas penalty” of serving food at a fuel location.

## the solution

MBR optimized the existing menu mix, streamlined kitchen layout for improved functionality and improved operational processes and procedures. Additionally, Centre Street Kitchen was located as the main focal point of the store, featuring touch-screen ordering, customized menu options and fresh grab and go offers. The design included natural wood paneling, open truss ceiling and digital menu boards. In addition, a standup counter with re-charge ports and free-standing tables and chairs help to establish a comfortable environment for patrons looking to take a break from their busy day.

## the results

Initial consumer research has been extremely positive with customers being very happy with all aspects of the store experience and most feel that the total experience surpasses that of the competition. The differentiator is Centre St Kitchen because it brings fast casual food to the gas station and the welcoming service they receive.

