

Concept Development of the Museum Shops of the National Museum of Finland

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KANSALLISMUSEO
NATIONALMUSEUM









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The Objectives and the Principles of the Concept Development

Objectives

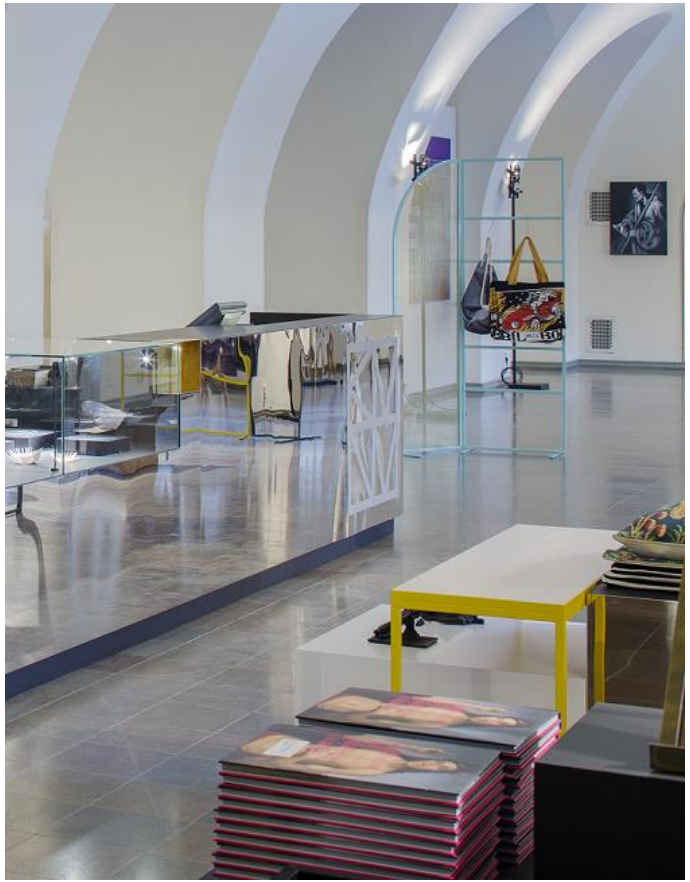
- To contribute positively to the overall museum experience.
- To increase the income from the museum shops.

Principles

- The selection in the museum shop is in line with the concept and the profile of the museum.
- The preferred product properties include sustainable and local production as well as unique and differentiated products.
- The marketing and the sales promotion of the museum shops are included in the overall marketing.

The Concept

- Crystallizes the strategic positioning
  - Target audiences (growth opportunities)
  - Concrete and measurable objectives
  - Product selection guidelines
    - Basic selection
    - Changing and pop-up-selections
- Other aspects to consider include
  - (Product), price, place, promotion
  - External sales channels



JONNA HELISKOSKI


GLOBE HOPE






KANSALLISAARRE
Neutral








More than just a shop!

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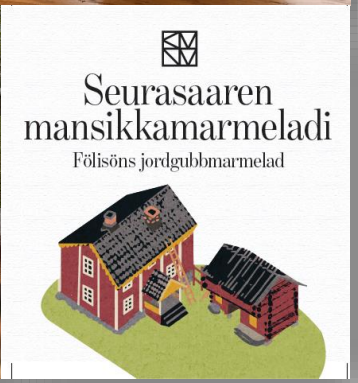
Inspiration is here!




Seurasaaren
mansikkamehu
Fölisöns jordgubbssaft
Seurasaaren
mansikkamarmeladi
Fölisöns jordgubbsmarmelad
Seurasaaren
mansikkahillo
Fölisöns jordgubbssylt






Seurasaaren
mansikkamarmeladi
Fölisöns jordgubbmarmelad



Focus on Customer Experience

- Enriching the shopping experience with the unique **stories** related to our products.
- Promoting active **engagement** with our customers.
- Supporting **self-expression** and self-presentation with product packaging, gift wrapping, carrier bags etc.

And most importantly:

- Constantly seeking deeper understanding of the successes, the failures, and the opportunities lost by listening to and observing our customers.

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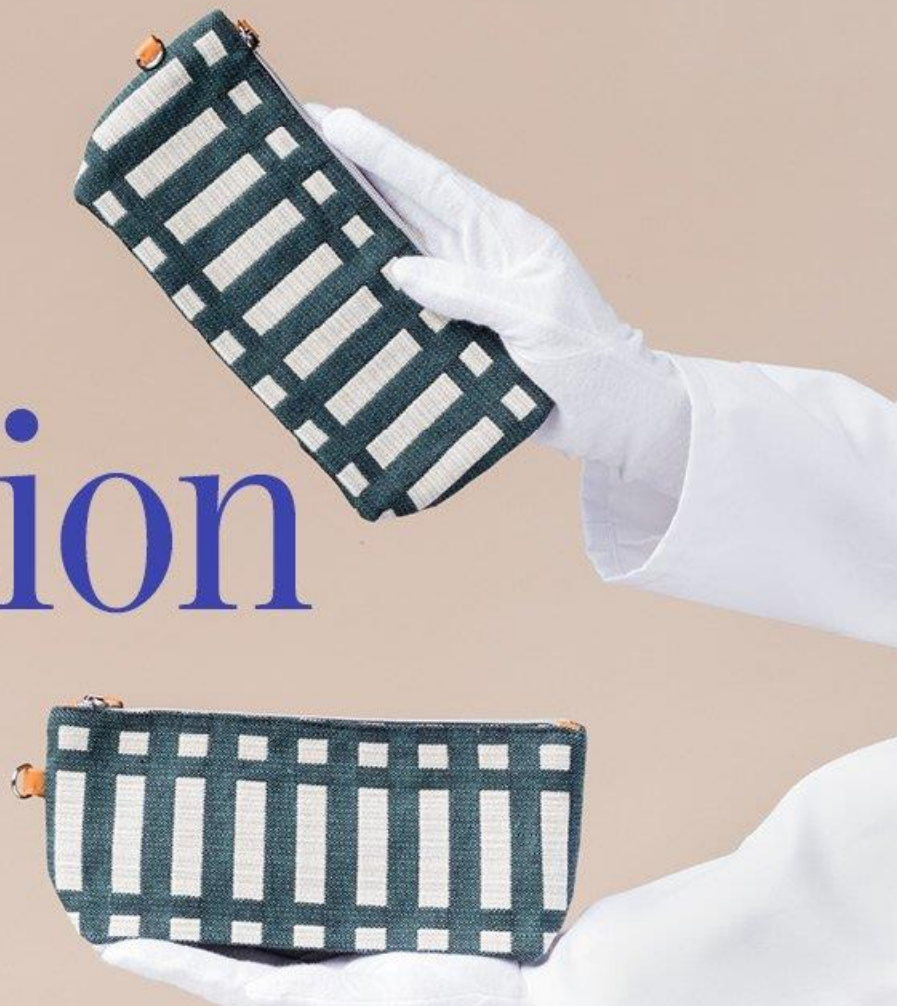

KANSALLISMUSEO COLLECTION