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White Group Inc.



Overview

- Since our founding in 1982, Kent White Associates, Inc. has spawned several successful companies and has been directly responsible for the growth of several very successful fixture firms. (KWA) has designed and / or consulted on several thousand General, Specialty, University and Super Bookstores, as well as other varied retail businesses, including convenience stores, art stores, general stores, food services and cafes, theaters, virtually any or all types of retailing. These businesses have ranged from 200 square foot kiosks to 70,000+ square foot multi-level facilities and branch locations. We custom tailor our approach to the needs, size, and scope of each individual business we serve.

We retain broad experience in bookstores and cafes through the 80's 7 90's producing nearly every Benjamin Book store and there cafes to name one client. We have experience as retail specialist, bookselling professionals, strategic planners, store planners, designers, authors. Published small manuals that reflect the experience of KWA.

Our methods combine solid operational planning techniques with an intimate knowledge of fixturing, construction and design elements. We can assist our clients from conception to completion, and even provide analysis of a potential retail environment to determine if new store concepts make sense.




Kent white has been and currently works with major fixture manufactures. This is a hand in hand mingling of both marketing for and to retailers for purposes of providing quality fixtures, management of roll out and store openings and dually adding to and building the manufacturing facilities along with the owner operators of those facilities, (some of which are owned by or there is ownership interest with **White Group**). Often Kent White is contracted along with his design or marketing company, (**Zhubu**) to resurrect failing fixtures sales for manufactures or simply augment current sales. This is largely achieved by his history in the industry utilizing long-term business relationships and his design operation as a service to the retailer.

In addition, Kent White also offer services to assist his clients with the tangible realization of the design plan including:

- Fixture and Equipment Procurement
- Equipment Bid Documentation
- On Site Project Management
- Equipment and Graphic Install Supervision
- Merchandising Training

The plans for the future include education to the industry by way of new lectures. Increased marketing management directly to all retailers showing the advantage of working with the proper type of fixture procurement with the idea of changing the old standard method of procuring fixtures. In short bring new efficiencies and real cost savings directly to the retailer.

A decorative vertical image on the left side of the page. It features a warm, golden-yellow color palette with bright light rays emanating from the top left corner. Several interlocking gears of various sizes are visible, some appearing to be in motion. The overall aesthetic is industrial and dynamic.

KENT WHITE - ASSOCIATES

- Kent White ISP is a biographer, author, design historian, and Industrial Designer. Kent is also CEO of Kent White Consultant, Tampa FL, USA, a consulting firm specializing in retail planning and visual merchandising of independent bookstores, food facilities and convenience stores as well as many other major retail environments. He has received numerous awards for the design of imaginative retail interior environments and retail facility planning and design. He is a member of The Society of Architectural Historians.

He is the author of several reference idea books primarily pamphlet type books used in lectures to the industry (not sold in book stores) including "Interior Bookstore Planning ". In 1992, he wrote "Interior Retail Planning & Design" pamphlet, which was adopted as the reorganization plan for the new interior of the then failing **Service Merchandise**. It was very successful in revitalizing traffic to the stores that went through the transformation, but due to enormous financial issues the retail chain made most of these moves to late and did not survive. Kent White is working on several new books to be added to his many other accomplishments.

Kent White has been called "innovative in retail fixture design". As one mention he has had one particular fixture design named the "KW" fixture, designed for the Sam Goody (Media Play) stores as a feature fixture, there where some 15,000 produced. He has designed and consulted with more than several thousand small, medium and large retail stores, college stores, independent bookstores, computer stores and food facilities in the US, Europe, Canada, Brazil and the Pacific Rim. He is a frequent lecturer at convention workshops and seminars. His work has been mentioned in various trade publications, and has had personal works featured in Architectural Digest, Better Homes and Gardens.

Services

Creative Strategies

- Programming & Business Planning
- Creative Brief Development
- Concept Imaging Name Generation
- Brand Strategy

Architectural Design

- Theme Development & Imaging
- Schematic Design
- Tenant Imaging
- Design Review
- Historical Renovation

Space Planning/Interior Design

- Space Planning & Utilization
- Store Planning Color, Product & Material Resourcing
- Interior Design
- Fixture Design Lighting Design



Visual Communications

- Brand Development & Management
- Trademark/Logotype Design
- Identity Systems Signage Systems
- Brand Identity Collateral
- Packaging Design Computer Aided Design
- Control Systems Survey Photography

Implementation

- Contract Documents Shop Drawing Review
- Budget Analysis Construction Specifications Finish Samples Construction Administration Coordination of Engineering Disciplines Punch Lists Prototyping/Rollout

LET US MAKE IT EASY FOR YOU " STEP BY STEP "

We form a joint client/Zhubu project team to respond to all strategic, business, design and implementation needs identified at the outset. Zhubu assembles specialists from its multi-disciplined group to work in a balanced combination of parallel activities, under the direction of a principal-in-charge, project manager and a creative director. This step is largely about listening and asking the kind of questions that will help shape and clarify management's expectations. We start with a definition of our client's business goals, expectations and a needs assessment. During this process we are able to collect information that will be used to define the project, guide and evaluate the creative stages, establish an appropriate scope of services and develop a creative brief. Alternative concepts are explored in visual sketch or mock up form. Combinations of internal critiques with client/Zhubu project team work sessions result in a number of alternative directions to be evaluated against the creative brief. Concepts are refined through a series of internal critiques and client/Zhubu team work sessions. We design the store, studying all elements individually and formalizing them into a comprehensive design presentation for approval. Necessary refinements to the agreed designs are made in order to address all remaining design issues prior to the preparation of working drawings and specifications. We produce documents and specifications for construction and support our clients in the administration and coordination of the construction process. Final working drawings and specifications are prepared and checked. An implementation and rollout strategy is decided upon for fabrication, construction, procurement, and the bid process or negotiating contracts. A procedure is established from the time a site is identified, design adaptation determined, working drawings documented and opened for business. Guidelines and control standards can be created as a result of the documentation process and establishing means/methods to rate the performance of all aspects of the concept.

White Group Inc.

Kent White, the principal of White Group Inc., has functioned primarily in the **Domestic and International Market** for twenty plus years and has successfully completed thousands of retail projects, including **major retail roll-outs** for loose fixture and perimeter packages.



He has worked with specialty stores worldwide such as **Duty Free** airport stores, book stores, boutiques, drug stores, coffee houses, lounges, country club and pro shops, and he has become a **major player** in theater and entertainment retail concessions. He is a member of the **Institute of Store Planners, N.A.S.F.M**, and registered with the **Kingsbury Registry**, and listed in **Who's Who in America** amongst other professional organizations and civic groups. Kent White has been named business man of the year in the state of Florida 2001/2002.

During this period we have established a network of manufacturers in many countries who have the capability and skills to carry out **high quality projects** under our direction in a timely and professional manner. They have also shown to have the **financial strength and stability** to support a number of large projects simultaneously without undue stress on the manufacturing facilities.

To assure continuity of supervision to facilitate overseas projects in addition to the U.S. Management Team, White Group has **fulltime project coordinators** based in the U.S. and around the world. They are available to meet with customer representatives and to coordinate meetings to our associated manufacturing facilities.

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逐 zhú

Movement 走 after boar 豕. (動)
chase, pursue (副) gradually ⇔ 驅

逐, 放逐, 角逐, 追逐

- + 逐步 zhúbù (副) step by step
- + 逐漸 zhújiàn (副) gradually
- + 逐年 zhúnián (副) year by year
- + 逐一 zhúyī (副) one by one
- + 逐字 zhúzì (副) word by word, verbatim