

## ***ABSTRACT***

*This reasearch was to evaluate supermarket layout strategy. This reasearch was done in Luwes Ungaran supermarket, which the biggest retailer in Ungaran town. Retail rules of thumb from Render and Heizer and PDQ (Penetration Dispersion Quotient) from Phillip Mitchel H. were used to evaluate Luwes Ungaran supermarket layout strategy. An interview with the manager of Luwes Ungaran was also done for getting data about the problem and requirement of supermarket layout. The result of the datas and evaluation were used for giving an improvmnt alternative of layout in supermarket. Hopefully This alternative were could increase the sales of goods, which has adujusted with in-store customer traffic flow. The results of this research was an supermarket layout improvement alternative, that was require of added cashier, change location and propotion of goods or department which were adjusted with their productivity, added an location for promotion and guide direction in front of supermarket and entry way.*

*Keywords : Optimization, layout, retail, supermarket, Penetration Dispersion Quotient (PDQ), Retail rules of thumbs, customer traffic flow*