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Best Shop Interiors Company - Switzerland



Specialized in the field of high end retail development, Dobas AG offer its customers a full range service, from concept development to turn key finished boutique, exhibition booth or hospitality project, including manufacturing, transport logistics and installation on site, guaranteeing its customers to deliver high end Swiss quality precisely on time, all over the globe. Patrick Buchecker discusses the services that the firm provides and what makes the company enticing to clients.

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Established in 2006, since inception Dobas has completed over 400 projects in over 40 countries on four continents. The team at Dobas comprises of 15 specialists in interior design and technical planning.

Dobas' philosophy when approaching clients falls in line with the overall mission of the firm of providing the best services for customers. Importantly, clients are made to feel unique and special, with the firm treating each project as if it was their own, ensuring the final product is only something everyone is satisfied with, as Patrick explains.

"Essentially, our overall mission is to provide our customers, be it in retail, exhibition or hospitality, with an outstanding service in terms of design and quality. We focus on the requirements of our customers and are eager to provide them with an individual and unique project, allowing them to stand proud in their competitive environment."

Patrick details the firm's approach to its projects, as well as outlining some of the projects that the firm is currently involved in. For the project to be successful, it has to work for both sides, which is why construction does not start until the firm has a clear picture of the intended outcome. Staff work together and share ideas, with mood and sample boards underlining the feeling that the workforce want to achieve.

"Here at Dobas AG, we are devoted to each project, be it a small space or a large unit, each bears its potential and deserves our full attention, developing a unique experience. Presently, we are involved in a large high end boutique for shoes, bags and accessories, covering a surface of 1000m2. The project started off in 2015 and will be completed by the end of the year. We were challenged with a shop footprint that is clustered with structural column, our goal was to create a boutique that never the less appears spacious and intriguing."

"Each project starts with an evaluation of the present situation and a briefing, gathering information that is vital to establish a SWOT analyses (Strengths, Weaknesses Opportunities, Threats). We analyse the functionality and what improvements can be achieved to allow for lean working processes. Furthermore, we investigate the needs and requirements in the near future and what aspirations our client might have for the future. Only once we have a clear picture about the individual needs of our customer we get down to create an interior design concept, starting with layouts, to clarify the functionality, and developing towards elevation plans."

Discussing the team ethic and internal culture within Dobas AG, Patrick alludes to the experience of staff and how they all have past knowledge of different cultures. Despite this, production is based solely in Switzerland, meaning that the firm are able to keep a close eye on the goings on in the project.

"Internally, we have established a creative team along with a technical department that is specialized in realizing projects all over the world, understanding different cultures and approaches to according methods of trading. We produce all our interiors in Switzerland, keeping production close to our creative office, keeping quality high from designing to planning and from manufacturing to implementation."

Reaching around the world, the company aims to reach out to its customers and be in the right place at the right time with regard to securing the right project. Standing out from the crowd is vital to make the client and its customers more attracted to new products. Patrick explains how having production so close to home and staff taking a great interest in the clients and the culture they are working within can only be good for the firm.

"Working globally keeps us on the ball with latest trends. Staff take great interest in learning about the culture we are working for. In a global market



where branded boutique tends to be similar wherever you go, fresh, individual and tailor made concepts enrich the shopping experience.

“Having production at hand allows us to control quality at all times and to seek new methods to manufacture outstanding quality at competitive price. Serving the high-end luxury retail trade demands to be up to date with the latest technologies that lead to new ideas and methods.”

In conclusion, there appears to be a positive outlook for Dobas, with great customer service and a willingness to be stand out from the crowd all contributing to a positive working environment and fantastic products. Being heavily involved in the production and designing process, Patrick and his team are confident that Dobas will only get bigger and better.