

# Scale It Down

**Big-box chains are seeing the advantages of smaller retailers.**

COURTESY MARK STEELE/API(+)

You want Walmart's budget-minded "rollback" prices, but you'd rather not search the fluorescent-lit rows of products to find them? Well, good news if you live in Bentonville, Arkansas: The big-box retailer has opened a convenience store near you. Designed by the Tampa-based architectural design firm Api(+) and open since 2014, Walmart To Go has comparable prices to full-sized Walmarts but at a fraction of the square footage, offering the small-scale, curated customer experience of a neighborhood shop. While Wal-Mart insists that the one-off store is just a test concept, the move signals how large retailers are looking to scale down in a smart way. —Belinda Lanks

