Phone Planet Broome

CASE STUDY



A showroom-quality fit-out engineered for one of Australia's most remote main streets

Client	Phone Planet
Location	Broome, WA
Project Type	Specialty Retail (Mobile & Accessories)t
Scope	Custom wall display, table displays, custom counter, glass window displays

Phone Planet needed a polished showroom to display phones and accessories, but Broome's remote location made a traditional built-in fit-out costly and time-consuming. The solution required fully modular units manufactured off-site for fast installation, minimising on-site labour, installation time and costs.

The Fit-Out

- Custom S-Mart Wall Display solution, including timber base cupboards, overhead signage and LED lighting
- S-Mart table displays for floor merchandising
- Custom Australian-made counter
- Glass shelving displays for window displays









The Result

Every unit was designed and built off-site to arrive modular and ready to assemble, keeping on-site installation fast and straightforward. For a remote location like Broome, that meant significantly less time on the ground for the install team, and none of the added cost that comes with a typical built-in shopfitout in a hard-to-reach location.

Why It Stands Out

A retail-ready result engineered specifically for remote delivery, cutting on-site time and cost without cutting the finish.

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