



NATIONWIDE PET STORE REMODELLING

Case Study: Remodelling – Pet Store Chain

A pet store chain needed a solution to **help remodel pet stores** within a short time frame

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One of the largest pet store chains in Italy required the support of RGIS. The headquarters are based in Liguria, Italy, and employ over 2,750+ people who work in over 490 pet stores across Italy and Switzerland. The pet store chain acquired another Italian chain of pet stores, so will have over 500 stores in Italy by the end of June 2023.

REQUIREMENT

The pet store chain needed a solution to help **remodel 70 pet shops within a short time frame**, so required RGIS to provide the following:

- Merchandising and remodelling **experience**
- **Nationwide coverage**
- Full remodel of **70 stores across Italy**
- Planograms had to be **executed perfectly** in every store
- Complete the project within a **9 month time frame**

SOLUTION

The pet store chain partnered with RGIS to complete the **Nationwide pet store remodelling project**, and RGIS provided the following:

- RGIS teams prepared a **plan of action and procedures** before the project went live
- Scheduled teams of approximately **2-6 experienced RGIS merchandisers** depending on the size of the store
- RGIS teams removed stock from shelves, assembled new shelving, and restocked shelves using the **new planograms** for each store

RESULTS

The pet store chain found by outsourcing the **Nationwide pet store remodelling project** to RGIS, the following results were achieved:

- Project management was handled by RGIS Managers, reporting back to the customer on a regular basis
- The customer found the process **more efficient and accurate** than using internal employees, due to the **experienced RGIS merchandisers** being used
- All 70 stores **successfully remodelled** to the customer's high expectations
- The stores were **remodelled on time** and **with meticulous implementation of the planograms**
- The customer was also **very happy with the service and support** given by the RGIS teams

By partnering with RGIS, the pet store chain had **all requested stores remodelled on time** and with **meticulous implementation of the planograms**



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People Services



Store Remodelling



Planogram Compliant



Satisfied Customer



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