



STORE RENOVATION PROJECT

Case Study: Retail Services – Supermarket

A supermarket chain was in need of support for a **major renovation initiative of 862 stores**, to be completed within four months

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A supermarket chain with an emphasis on the sale of frozen foods, including prepared meals and vegetables, required the support of RGIS. The supermarket chain also sell non-frozen grocery items such as produce, meat, dairy, and dry goods, and have stores in the UK, Ireland, Spain, Czech Republic, Iceland, Norway, Jersey, Malta, Guernsey and Portugal.

REQUIREMENT

The supermarket chain was in need of support for a **major renovation initiative of 862 stores**, to be completed within four months.

The supermarket chain required RGIS to provide the following:

- **Experienced** merchandising teams
- **National coverage**
- Each team to complete a **minimum of two stores per day** – multiple teams to be in operation to meet the **tight deadline of 862 stores in four months**
- Implementation of the **store planogram**
- Teams required to **dismantle old store fixtures and build new ones**
- Store displays needed to be **set up and installed**

SOLUTION

The supermarket chain partnered with RGIS to complete the **store renovation project**, and RGIS provided the following:

- **Fully trained and coordinated** multiple two-person teams across multiple **local district areas** for the project
- Each RGIS team completed a minimum of **two stores per day**
- Work included:
 - **Teardowns**
 - **Store fixture installations**
 - **Display installations**
 - **Planogram implementation**

RESULTS

The supermarket chain found that by outsourcing the **store renovation project** to RGIS, the following results were achieved:

- Specialised RGIS teams **worked exclusively on the project**
- The project was **completed in all stores on time** and with **meticulous implementation of store planograms** in all locations
- **Specialty fixtures were installed correctly** and old fixtures and graphics were completely removed
- Project management was handled by RGIS Managers, reporting back to the customer on a regular basis



By partnering with RGIS, the supermarket chain found that the **store renovation project was completed in all stores on time** and with **meticulous implementation of the store planograms**



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Renovation Project



Store Planograms



Nationwide Coverage



Fast Turnaround



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