

STORE SURVEY WITH PROFITABILITY AUDIT PER SQUARE METRE

Case Study: Retail Store Survey – National DIY Retailer

As part of a project to deploy a new concept on a national scale, RGIS was responsible for **location mapping 120 stores** and **analysing profitability** per square metre

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For each store, the national DIY retailer sought to visualise the actual layout of the shelves and measure the efficiency of the allocation of space.



REQUIREMENT

The retailer partnered with RGIS to verify the accuracy of the store plans and obtain shelf space performance indicators. The customer wanted:

- Model all of its **120 stores** in 2D in a tight four-month timeframe
- Locate fixed furniture and product categories in each of its stores
- Obtain land use reports and **profitability indices** by family and sub-family
- **Update the store plans** already redeveloped to ensure the compliance of the installations carried out



SOLUTION

RGIS produced the following for the retailer:

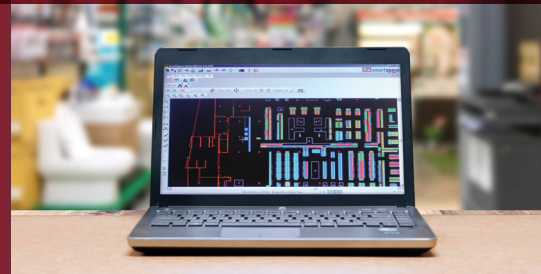
- Three RGIS employees conducted two to three survey audits per week for four months
- Reports of the measurements by **laser reading of the perimeter** of the stores (contours and walls) and the layout (furniture, gondolas, racks, aisles, reception and checkout area, showroom and podium, storage areas)
- Updating all elements in existing plans, including:
 - Architectural obstacles present on the shelf (e.g. columns, downpipes and air conditioning units)
 - Fire equipment (RIA, extinguisher, sprinkler) and emergency exits
- The audit of six items per gondola element to supply 2D ground plans
- Land use plans in Autocad format, for the entire store estate
- **Profitability analysis** of the surfaces allocated by family and subfamily in square metres and developed linear metre



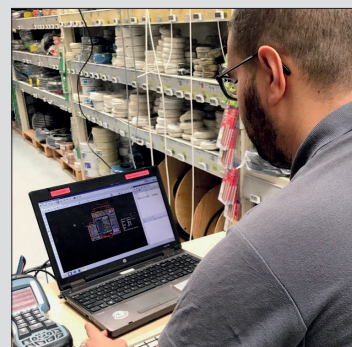
RESULTS

The partnership with RGIS has enabled the retailer to obtain:

- 120 store surveys completed within the time allocated
- A global vision of each **point of sale with location** of fixed furniture and product categories
- **Reliable and usable analysis data**, restored in Excel, from turnover to M² and linear meter developed by family and sub-family
- **Autocad plans updated** and immediately integrated into the customer's database without the need to modify them



By partnering with RGIS, the national DIY retailer has obtained **accurate, reliable and up-to-date data** for all of its 120 stores. RGIS **analysed profitability ratios** and validated the deployment of the customer's new concept



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Store Survey



Profitability Audit



Accurate Data



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