



NATIONWIDE DISCOUNT STORE BAY SURVEY

Case Study: Retail Store Survey – Discount Retail Store

The discount retailer needed to **update the information of all the bays in all stores** across the country

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A British company that owns several businesses, including discount store chains across the country required the support of RGIS. The discount retailer has over 550 stores in the UK and employs over 22,000 staff. The discount retailer stocks up to 4,000 branded product lines, from health and beauty products to household goods, food, toys and many other products.

REQUIREMENT

The discount retailer needed to **capture all the sizes and type of bays in each of their 550 stores**, as they currently do not use planograms for stock, they use cubic space. The retailer needed to update the information they had on file, so required RGIS to provide:

- **Nationwide coverage** to be able visit all 550 stores
- **Complete store surveys** collating data on size and type of all bays
- **Attach specific barcode labels to bays**
- Provide **accurate reports**

SOLUTION

The discount retailer partnered with RGIS to complete the **discount store bay survey project**, and RGIS provided the following:

- Conducted an initial store visit, and working with the RGIS IT team, built a **bespoke program that assigned each type and size of bay a unique code** associated with a permanent bay ID barcode
- The discount store bay survey was completed **alongside the customer's stocktake**
- The experienced RGIS teams **attached permanent labels to each bay, scanned the barcode and assigned it a unique code** that linked to a description which included the size of bay and type of bay
- An output file was then produced that **collated a total of each bay type and size** for the store, so that the customer could **update the information on file**

RESULTS

The discount retailer found by outsourcing the **discount store bay survey project** to RGIS, the following results were achieved:

- **Accurately surveyed 1,500 bays** across 550 stores
- As the surveys were carried out alongside the customer's stocktake, there was **less disruption for each store**
- **Collated the data for each store on a report**, which enabled each store to update the information on file
- The customer was **very satisfied with the data received** and pleased that there was a **more accurate picture of the bays in all stores** which would allow them to stock stores more effectively
- As this process is unique to this customer, there is the **potential to link the program** designed for them to other projects around **shrink and dashboard data**



By partnering with RGIS, the discount retailer now has **accurate data on the bays in all 550 stores** across the country



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Store Survey



Bespoke Program



Accurate Reports



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