



RETAIL STORE RENOVATION PROJECT

Case Study: Retail Services – Health and Beauty Retailer

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A national health and beauty retailer needed support for a major merchandising and renovation initiative. The project would last two years and include planogram implementation, signage and fixture installation. The health and beauty retailer's in-house teams were all tied up with other projects, making outsourcing to a third party a necessity.

REQUIREMENT

A national health and beauty retailer needed to outsource for a **full store renovation project**, so required RGIS to provide the following:

- **Experienced retail merchandisers** who were easy to schedule at any time
- **National coverage**
- Dedicated teams to complete renovation projects over a **two year time span**
- The customer wanted a partner with a **significant market share, high standards and competitive pricing**

SOLUTION

The national health and beauty retailer partnered with RGIS to complete the **full store renovation project**, and RGIS provided the following:

- Processes were initially checked in test stores
- **Five core teams dedicated to the retailer** were assembled
- Scheduled a team of **20 experienced RGIS merchandisers** to each store for two weeks to complete each remodel
- RGIS teams installed and **relocated core, specialty fixtures and signage** in each of the locations

RESULTS

The national health and beauty retailer found by outsourcing the **full store renovation project** to RGIS, the following results were achieved:

- **Completed 43 remodel projects nationwide** – a total of **75,000 hours**
- The dedicated teams worked for **two years** on the project, which allowed the customer to test the impact of the earlier remodels, and make **any adjustments to the planogram going forward**
- Allowed the retailer to focus the in-house teams on the day-to-day operations



By partnering with RGIS, the national health and beauty retailer had **installed and relocated core, specialty fixtures and signage in each of the locations by experienced RGIS teams**, which meant the in-house teams could focus on day-to-day operations



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RGIS_CS_0169_01

People Services



Store Remodel



Collaborative Approach



Two Year Project



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