



MULTIPLE STORE SET-UPS COMPLETED OVERNIGHT

Case Study: Retail Services – Boutique Retailer

A boutique retailer needed **stores set up within airport locations** during off-peak travel hours to avoid financial losses

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Case Study: Retail Services – Boutique Retailer

A boutique retailer that currently designs and retails leather goods, fashion accessories, footwear, jewellery, timepieces, fragrance, makeup, and skin care products required the support of RGIS. The label remains largely for women's offerings, although the company also operates a division for men and the baby label for children's wear. Products are sold throughout its portfolio of retail stores worldwide, as well as through its online store.

REQUIREMENT

The boutique retailer needed **stores set up within airport locations during off-peak travel hours** to avoid financial losses. It was too expensive to staff new location setups, and newly hired staff lacked the training to set up the stores.

The boutique retailer required RGIS to provide the following:

- **Experienced merchandisers**
- **Overnight shifts** to complete the store set-ups
- **Nationwide coverage** to set up stores at all airports
- **Work to tight deadlines** to ensure all stores opened on schedule

SOLUTION

The boutique retailer partnered with RGIS to complete the **airport store set-up project**, and RGIS provided the following:

- Supplied teams of **experienced RGIS merchandisers**
- **Prepared for and executed store set-ups** for the retailer by:
 - Unpacking stock
 - Organising merchandise
 - Placing stock on shelves and throughout the store

RESULTS

The boutique retailer found by outsourcing the **airport store set-up project** to RGIS, the following results were achieved:

- The boutique retailer was able to **meet the tight deadlines** without accruing prohibitive costs
- New store locations were **ready for business** before the next day's early flights
- **Cost saving** – using RGIS was cheaper than doing conversions using in-house staff, who would need to fly to various locations
- **Accurate and efficient store set ups** were completed regardless of location



By partnering with RGIS, the boutique retailer was able to **save money by not having to fly in-house staff to various locations** to complete the store conversions



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People Services



Nationwide Coverage



Fast Turnaround



Cost Effective



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