

MERCHANDISING DEPARTMENT RESETS

Case Study: Retail Services – Supermarket

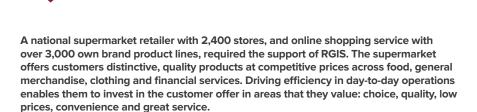
A national supermarket chain required experienced merchandisers as part of a large-scale department merchandising strategy



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REQUIREMENT

The national supermarket chain required support from RGIS as part of a large-scale department merchandising strategy.

The national supermarket chain required RGIS to provide the following:

- · Experienced merchandisers
- To cover three departments in 700+ stores over a three month time frame
- · Reset selected departments:
 - · Gluten-free section
 - · Energy drink section
 - Water section



SOLUTION

The national supermarket chain partnered with RGIS to complete the department reset project, and RGIS provided the following:

- RGIS scheduled teams of experienced merchandisers from more than eight different district offices across the UK
- · Within each of the three departments RGIS were required to:
 - Adjust shelving
 - Tag
 - Fill stock gaps
 - · Set up product displays
- · RGIS local merchandisers worked to assist staff already in place in the stores
- RGIS teams received training on store plans



RESULTS

The national supermarket chain found by outsourcing the department reset project to RGIS the following results were achieved:

- · RGIS teams followed planograms meticulously
- Completed the project on schedule
- The resets were consistent in all locations
- · The customer avoided the costly process of hiring temporary staff and training them

By partnering with RGIS, the resets were consistent for all three departments in all stores, which meant cost savings and added efficiency for the national supermarket chain with no requirement for hiring temporary staff



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People Services



Nationwide Coverage



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Cost Effective



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