



MACRO SPACE PLANNING TO ANALYSE STORES

Case Study: Retail Store Survey – Convenience Store Retailer

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An international chain of convenience stores with **9,799 stores in North America** (primarily in the United States and Canada), **2,697 stores in Europe**, and an **additional 2,380 stores operating under franchise agreements worldwide**. Supplying the everyday necessities for your fridge, your family, your first aid kit or your traveling tool box.

REQUIREMENT

A convenience store retailer required the ability to **analyse and report on store layouts, sales, profit and margin performance**, so required RGIS to provide the following:

- Encourage **store level merchandising**
- **Store clustering** so that product assortments, size allocations, and promotional offers can be localised as required
- Seamless links to third party applications
- Improve management **control of store space planning**
- 3D modelling of **store merchandising layouts**
- To complete a total of **2,380 stores**

SOLUTION

The convenience store retailer partnered with RGIS to complete the **macro space planning project**, and RGIS provided the following:

- A **macro space planning management solution** was created
- **Store spatial values** including fixtures and planograms
- **Equipment types** and **numbers of fixtures**
- **Planogram to aid with store allocation**
- **Performance reports** created geographically and by store size
- Capability for users to customise and create reports

RESULTS

The convenience store retailer found by outsourcing the **macro space planning project** to RGIS, the following results were achieved:

- **Improved** individual store and company-wide performance
- Significantly cut store planning approvals
- **Reduced implementation costs**
- Made **product realignment, refits and new store builds**, more efficient with less costs
- **Full integration** with SAP system and third party application



By partnering with RGIS, the convenience store retailer found that product realignment, refits and new store builds were **more efficient with less costs**



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Macro Space
Planning



Store Survey



Accurate Data



Cost Saving



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