NATIONWIDE SUPERMARKET STORE MERCHANDISING SUPPORT

Case Study: Merchandising – Supermarket Chain

A British supermarket chain required **experienced support with de-merchandising, remerchandising and stock replenishment** in stores

RGIS

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A brand of British supermarkets, founded in 1904, required the support of RGIS. The supermarket chain's head offices are located in the UK and they have 332 shops across the United Kingdom, including 65 convenience shops.

REQUIREMENT

The supermarket chain had two suppliers that had been delivering a merchandising service but due to scope, size and performance tendered out to include a third supplier. The customer chose RGIS due to the **operation structure, pricing and experience**; they felt RGIS were a **trusted brand** already working in partnership with them suppling inventory services.

The supermarket chain required RGIS to provide the following:

- Merchandising and remodelling **experience**
- **Nationwide coverage**
- De-merchandising and **remerchandising** of stores
- Supporting stores with **stock replenishment**
- Provide **accurate reports on a dashboard**

SOLUTION

The supermarket chain partnered with RGIS to complete the **grocery store merchandising support project**, and RGIS provided the following:

- The customer provided a **schedule of work** by store that needed support
- Using the UK-wide district model, RGIS scheduled teams of **experienced RGIS merchandisers** to support stores
- Once schedules were confirmed with key contacts, the teams would arrive at store and deliver the tasks for each shift
- RGIS teams helped with **de-merchandising**, **remerchandising**, **stock replenishment** and **general store support** where required

RESULTS

The supermarket chain found by outsourcing the **grocery store merchandising support project** to RGIS, the following results were achieved:

- Using RGIS merchandisers allowed more time for the customer's own employees to **take care of customers and increase sales**
- RGIS **utilised the workforce** according to the schedule of work provided by each store
- Provided the customer with **accurate data on dashboards**
- **The customer was very happy** with the support RGIS provided with the merchandising teams, as they **delivered 100% of all stores** in the agreed time, and exceeded the **high expectations and standards expected by Waitrose**
- The customer is looking forward to **working with RGIS** in future projects next year

By partnering with RGIS, the supermarket chain had **professional support** in **de-merchandising, remerchandising and replenishing stock** in all stores to their expectant high standards

People Services

Planogram Compliant

Store Preparation

Accurate Data

CONTACT RGIS TODAY TO SEE HOW WE CAN HELP YOU

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