



NEW PRODUCT MERCHANDISING SUPPORT FOR SUPERMARKET CHAIN

Case Study: Merchandising – Supermarket Chain

A supermarket chain needed **merchandising support to introduce new products** to the stores by following new store planograms

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One of the world's largest retailers employing over 500,000 people and serving millions of customers every week in Asia, America and Europe, required the support of RGIS. The supermarket chain currently operates a number of different stores throughout the Czech Republic, including three large hypermarkets, smaller hypermarkets, supermarkets and express stores.

REQUIREMENT

The supermarket chain was looking for a company that, in addition to carrying out standard inventories, were also able to provide **merchandising services** within the entire network in the Czech Republic.

The supermarket chain required RGIS to provide the following:

- **Merchandising experience** within a large retail environment
- **Nationwide coverage**
- Complete the project within a **defined time**
- Implementation of the **new store planogram** in specified departments
- New products to be placed in the correct locations in store

SOLUTION

The supermarket chain partnered with RGIS to complete the **new product implementation project**, and RGIS provided the following:

- RGIS scheduled a team of **five experienced auditors** and a team leader
- Once schedules were confirmed for each store, the teams would arrive and deliver the **merchandising support** in the required department
- New products were **correctly and accurately labelled and presented** following the customer's planograms provided

RESULTS

The supermarket chain found by outsourcing the **new product implementation project** to RGIS, the following results were achieved:

- Merchandising teams successfully introduced the new products to the stores **efficiently and accurately** following the customer's planograms
- Using RGIS merchandisers allowed more time for the supermarket's own employees to take care of customers and increase sales, **saving the company 10% of the planned reconstruction costs**
- The customer was **very satisfied with the professional service** provided by RGIS, and is looking forward to working together in future projects next year



By partnering with RGIS, the supermarket chain were able to introduce a new product range in stores on time, which **accurately followed planograms, saving them 10% of the planned costs**



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RGIS_CS_0333_01

People Services



Store Remodelling



Planogram Compliant



Satisfied Customer



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