



REMODEL OF CONVENIENCE STORES FOLLOWING NEW STORE PLANOGRAMS

Case Study: Remodelling – Convenience Store Chain

A chain of convenience stores needed a solution to **remodel selected stores following new store planograms** on a trial basis

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A global supermarket group required the support of RGIS. The group currently operates in 30 countries with more than 12,000 stores, including hypermarkets, supermarkets, convenience stores and wholesalers globally. Support was required in a chain of convenience stores located across France.

REQUIREMENT

A chain of convenience stores required support from RGIS in a **trial of external merchandising services** for a short length of time, in order to test the solution for the rest of France.

The convenience store chain approached RGIS to provide the following:

- **Merchandising team with experience** within a large retail environment
- Complete the project within a **defined time**
- **Full remodels of 19 specified stores** in France
- Planograms had to be **executed perfectly** in every store

SOLUTION

The convenience store chain partnered with RGIS to complete the **convenience store remodelling trial**, and RGIS provided the following:

- RGIS teams prepared a **plan of action and procedures** with the Store Managers before the project went live
- RGIS scheduled a team of **four experienced merchandisers** and a District Manager
- RGIS teams removed stock from shelves, assembled new shelving, and restocked shelves using the **new planograms** for each store

RESULTS

The convenience store chain found by outsourcing the **convenience store remodelling trial** to RGIS, the following results were achieved:

- All 19 stores were **successfully remodelled** to the customer's high expectations
- The stores were **remodelled on time** and with meticulous implantation of the planograms
- The customer found the process **more efficient and accurate** than using internal employees, due to the **experience of RGIS merchandisers**
- The customer was **very happy with the accuracy and service** provided by the RGIS teams that **additional stores are already scheduled for remodelling**



By partnering with RGIS, the convenience store chain had **all requested stores remodelled on time** and with **meticulous implementation of the planograms**



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People Services



Store Remodelling



Planogram Compliant



Satisfied Customer



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