



FOCUSED STOCK COUNT OF SEASONAL GOODS

Case Study: Retail Inventory – National Supermarket Retailer

A national supermarket chain identified that Christmas seasonal goods had not sold as well as the previous year, and **wanted to understand the reason for the decrease in sales**

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A national supermarket retailer with 2,400 stores and online shopping service with over 3,000 own brand product lines required the support of RGIS. The supermarket retailer offers customers distinctive, quality products at competitive prices across food, general merchandise, clothing and financial services. Driving efficiency in day-to-day operations enables them to invest in the customer offers in areas that they value: choice, quality, low prices, convenience and great service.

REQUIREMENT

A national supermarket chain identified that Christmas seasonal goods had not sold as well as the previous year and wanted to have a **better understanding of why**.

The national supermarket required RGIS to provide the following:

- To understand the **reasons behind the decrease in sales**
- To **ensure shelf space for seasonal stock** was being adequately used
- A **strategic plan** to mirror across all stores
- The **data to put a plan together** to run throughout the Christmas season

SOLUTION

The national supermarket chain partnered with RGIS to complete the **Christmas stock focused stock count project**, and provided the following:

- A quarter of the estate would have **focused stock counts**
- The counts would take place **every week for six weeks**
- **Product reports** would be generated in real time
- Both the **shop floor and stock rooms** would be included in the count

RESULTS

The national supermarket chain found by outsourcing the **Christmas stock focused stock count project** to RGIS, the following results were achieved:

- A total of **120 stores were counted**.
- The first round of counts **identified issues with shop floor stock being low**, when products were available in the stock room
- Due to **process changes and additional checks** this meant the shelves were now kept more stocked than previously
- **Stock from the previous year** that the customer was unaware of, was found in the stock room
- Sales of Christmas seasonal goods **increased by 21% year on year**

By partnering with RGIS, the national supermarket chain found that **sales of Christmas seasonal goods increased by 21% year on year**



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Focused Stocktake



Information Gathering



Identified Issues



Accurate Reporting



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