REDUCING STORE PLANNING AND IMPLEMENTATION COSTS WITH SMARTSPACE® SOLUTION

Case Study: SmartSpace® Solution – Convenience Store Retailer

A convenience store retailer needed a solution to **cut store planning and implementation costs**

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The customer is a convenience store retailer operating circa 2300 stores throughout Europe, Russia, Scandinavia and the Baltics. RGIS has now delivered its SmartSpace® solution suite across a Citrix based environment designed to improve communications with the Head Quarters and satellite offices. This will ultimately improve individual store and company-wide performance by significantly cutting store planning, approvals and implementation costs during product realignment, refits and/or new store builds.

REQUIREMENT

The 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 for **analysis and comparison**
- **Seamless links** to third party applications
- **Improve management control** of store space planning
- **3D modelling** of store merchandising layouts
- Obtain **store merchandising data** quicker
- **Identify opportunities** for departmental reviews, store refurbishments, introduction of new product categories and new store formats

SOLUTION

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

- Macro store planning system:
  - Macro store plans **new and existing stores**
  - Importing **existing planograms**
  - Importing **third party micro space data**
- **Store spatial values** including fixtures and planograms
- Equipment types and numbers of fixtures
- **Planogram** to store allocation
- **Performance reports** geographically and store size
- Capability for users to **customise and create reports**

RESULTS

The convenience store retailer found by outsourcing the **space planning software solution** to RGIS, the following was achieved:

- **Improved performance** for both individual stores and company-wide
- Significantly **reduced 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, **revenue has increased** given the reporting insights that measured performance by zone, product allocation and planogram/category adjacencies, thus allowing **store-specific and global changes to be implemented and improve gross results**
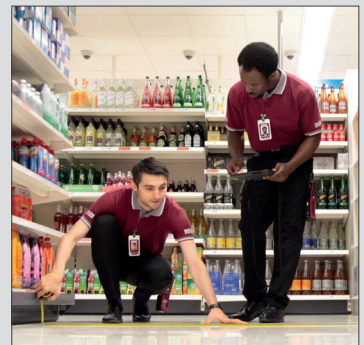
A sales uplift was also calculated based on the **remodelling of existing space** within stores to its **optimum configuration**

SmartSpace®   Full Integration   Informed Data   Cost Saving

CONTACT RGIS TODAY TO SEE HOW WE CAN HELP YOU

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