



MERCHANDISING DEPARTMENT RESETS

Case Study: Retail Services – Supermarket

A national supermarket chain required **experienced merchandisers to assist in the execution of a large-scale department merchandising strategy**

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A national supermarket retailer with 2,400 stores and an online shopping service with over 3,000 branded product lines, required the support of RGIS. The supermarket 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 customer offerings in areas that they value: choice, quality, low prices, convenience and great service.

REQUIREMENT

The national supermarket chain required support from RGIS as part of a large-scale department merchandising strategy.

The national supermarket chain required RGIS to provide the following:

- Experienced merchandisers
- To cover three departments in 700+ stores over a three month time frame
- Reset selected departments:
 - Gluten-free section
 - Energy drink section
 - Water section

SOLUTION

The national supermarket chain partnered with RGIS to complete the department reset project, and RGIS provided the following:

- RGIS scheduled teams of experienced merchandisers from more than eight different districts
- Within each of the three departments RGIS were required to:
 - Adjust shelving
 - Tag
 - Fill stock gaps
 - Set up product displays
- RGIS local merchandisers worked to assist staff already in place in the stores
- RGIS teams received training on store plans

RESULTS

The national supermarket chain found by outsourcing the department reset project to RGIS the following results were achieved:

- RGIS teams followed planograms meticulously
- Completed the project on schedule
- The resets were consistent in all locations
- The customer avoided the costly process of hiring temporary staff and training them



By partnering with RGIS, the resets were consistent for all three departments in all stores, which meant cost savings and added efficiency for the national supermarket chain with no requirement for hiring temporary staff



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People Services



Nationwide Coverage



Fast Turnaround



Cost Effective



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