



RETAIL STORE RENOVATION PROJECT

Case Study: Retail Services – Health and Beauty Retailer

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A national health and beauty retailer needed support for a major merchandising and renovation initiative. The project would last two years and include planogram implementation, signage and fixture installation. The health and beauty retailer's in-house teams were all tied up with other projects, making outsourcing to a third party a necessity.

REQUIREMENT

A national health and beauty retailer needed to outsource for a **full store renovation project**, so required RGIS to provide the following:

- **Experienced retail merchandisers** who were easy to schedule at any time
- **National coverage**
- Dedicated teams to complete renovation projects over a **two year time span**
- The customer wanted a partner with a **significant market share, high standards and competitive pricing**

SOLUTION

The national health and beauty retailer partnered with RGIS to complete the **full store renovation project**, and RGIS provided the following:

- Processes were initially checked in test stores
- **Five core teams dedicated to the retailer** were assembled
- Scheduled a team of **20 experienced RGIS merchandisers** to each store for two weeks to complete each remodel
- RGIS teams installed and **relocated core, specialty fixtures and signage** in each of the locations

RESULTS

The national health and beauty retailer found by outsourcing the **full store renovation project** to RGIS, the following results were achieved:

- **Completed 43 remodel projects nationwide** – a total of **75,000 hours**
- The dedicated teams worked for **two years** on the project, which allowed the customer to test the impact of the earlier remodels, and make **any adjustments to the planogram going forward**
- Allowed the retailer to focus the in-house teams on the day-to-day operations



By partnering with RGIS, the national health and beauty retailer had installed and relocated core, specialty fixtures and signage in each of the locations by experienced RGIS teams, which meant the in-house teams could focus on day-to-day operations



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People Services



Store Remodel



Collaborative Approach



Two Year Project



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