



# Electrical retailing group, **improves store sales** and reduces operational costs

## The challenge

One of the UK's largest Electrical retailing groups, wanted to improve store sales and reduce operational costs through the store planning process. Current software used for store planning was primitive as it required each floor plan be rebuilt from scratch every time a slight adjustment was planned. This required a continual duplication of effort each time a change was made. The software was not dimensionally correct which led to costly mistakes during store refits.

After an initial meeting it was clear that the objective for store planning could be summarised as, driving improvements and in store performance by assisting the management team to develop accurate, fully coordinated store layouts. This allowed regular reviewing and adjusting of space allocated, at macro levels throughout the store chain.

## Project objective

1. Allocate department space in line with profit per foot performance measures
2. Ability to efficiently build and maintain accurate store layouts
3. Build store layouts which clearly describe the merchandising of the store prior to new store openings, remodels and resets

## Approach

The recommended strategy was to produce store plans using a combination of our consultancy services for implementation and store planning software as an integrated solution.

## Results

Store plans are now designed and maintained in a fraction of the original time taken, with all store data centrally stored in a merchandising database for easy access and reporting.

Accuracy of reporting on profit per foot improved, with preparation times reduced from weeks to hours. Store implementation increased dramatically due to plans being to scale and fitting the in-store space.

## Project benefits

- Increase in store sales of up to 28%, due to correct allocation of space
- Improved store layout communication through dimensionally correct store plans
- Fast design of new stores and remodels using software drag and drop technology
- Improved confidence in store plans and increased implementation
- Provides a customer-centric foundation for merchandise planning that more closely aligns with consumer demand
- Improved store design and space allocation through category performance analysis

To discuss your store planning requirements, please contact one of our retail consultants today.....

## Benefits of store planning consultancy

- Highlights under and over performing categories and departments
- Identifies space and sales opportunities and reallocates space within an aisle, department or the entire store
- Understands performance of stores and optimises consumer offering for increased profits
- Ability to model a number of "what if" scenarios and then to help deploy the best option
- Report and compare stores performance before and after changes
- Captures and maintains accurate space for categories and drills down to planograms for further in depth analysis
- Utilises AutoCAD files, images or drawings to map the floor space

## Our consultants recommend the following software

-  SPD Store Planning
-  MSA Planograms
-  MSAX Planogram Automation
-  ATPRO Range Assortment

## Retail Smart partnership with Nexium

Retail Smart partners with Nexium Customer Solutions as a software distributor. Nexium are a young and dynamic company created with the aim of providing the very best service and most competitive range of software and consultancy solutions for Shopper Marketing and Sales Intelligence, in order to facilitate strategic decision planning, tactical implementation, focused on results.



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