CENTRALISED MANAGED STORE LAYOUTS AND MERCHANDISE LOCATION SOLUTION

Case Study: SmartSpace® Solution – National Car Parts Retailer

A national car parts retailer wanted to introduce a **centralised planning solution** that could accommodate **global, regional and store-specific space planning**

RGIS®

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A national car parts retailer operating over 3,000 stores throughout North America required the support of RGIS. Having conducted numerous inventories over a period of years, RGIS has a long and productive relationship with the retailer.

REQUIREMENT

The national car parts retailer wanted to **increase operational efficiency** and introduce greater performance insight, so decided to introduce a **centralised planning solution** that could accommodate **global, regional and store-specific space planning**. The retailer required RGIS to provide the following:

- Support the creation of accurate and detailed multi-dimensional **company-wide and individual store layouts**
- Centralised planning would have to include **fixture-level specification**
- Centralising operations would also need to include **data collection**
- The new solution would have to integrate with the **retailer's existing systems and software**

SOLUTION

Having worked alongside the national car parts retailer for many years completing inventories, RGIS was able to tailor a **comprehensive solution** that met the wide-ranging requirements. The solution defined included SmartSpace®, a fully-integrated, turnkey suite of macro space planning solution that included:

- **Category space allocation** to ensure that each category had appropriate assignment in proportion and location
- **Product line space allocation** provided additional detail and planning insight
- Planogram assignment and adjacency control with SmartSpace® built highly-detailed **3D store layouts** which enabled **visualisation and placement strategy**
- Product flow and placement allowed the retailer and RGIS to **plan the customer experience**
- Workflows were defined to **support collaboration** across multiple departments and locations

RESULTS

The national car parts retailer found by outsourcing the **centralised space planning solution project** to RGIS, the following results were achieved:

- **Immediate increased profitability** from segmented store-level insight. Based on this insight, these stores could be managed uniformly by applying success identified in one to others in the cluster
- **The solution supported all stated requirements** from the customer
- Compressed response time introduced by SmartSpace® meant opportunities were recognised and pursued with **greater speed and precision**
- Centralising operations included data collection and analysis, which enabled the retailer to **analyse and report micro and macro trends** to best exploit any identified opportunities
- Workflows were defined which enabled buy-in from various departments that could appreciate the **coordinated and integrated approach** that supported both division and corporate success
- **Enhanced performance reporting** by zone, store, cluster, location, adjacency, and/or fixture allowed immediate access to **performance insights**, so the retailer was able to directly respond to opportunities, **increasing revenue and reducing costs**
- Definition of key metrics and creation of detailed reporting allowed **plans to be improved based on new learnings, seasonal and promotional requirements**, also local and global successes

By partnering with RGIS, the national car parts retailer **immediately recognised the profitability, efficiency and control benefits** of the SmartSpace® Solution – at the global, regional and store levels

RGIS' partnership with the retailer delivered SmartSpace® **on time and within budget**, due in large part to the exclusive focus on objectives to **improve insight and efficiency**

SmartSpace®   Full Integration   Enhanced Reporting   Increased Profitability

CONTACT RGIS TODAY TO SEE HOW WE CAN HELP YOU

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