



# STOCK RELOCATION, STORE RESETS AND MERCHANDISING

**Case Study:** Merchandising – Tech Retail Chain

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## Case Study: Merchandising – Tech Retail Chain

A tech retail chain that opened its first retail store in Canada, nearly 50 years ago, required the support of RGIS. Since then, the company has grown into one of the largest, and proudest, Canadian tech retailers. Whether it is a smart home, smartphones, audio, gaming or computing, they have the expertise to help customers get the most out of technology.



### REQUIREMENT

The tech retail chain needed a solution to **merchandise and move stock from closed stores**, while also **refreshing existing stores**, so required the following from RGIS:

- To understand their current **merchandising processes**
- To be familiar with **understanding planograms**
- **To be able to open new stores within five days** – rather than 21 days which is how long internal staff were taking
- **Update existing stores with store resets**, but not impact business or customers
- **Pack up stock and fittings** from the closing stores



### SOLUTION

The tech retail chain partnered with RGIS to complete the **stock relocation and merchandising project**, and RGIS provided the following:

#### Closing stores:

- Scheduled a team of **60 experienced RGIS auditors for 15 stores**
- All merchandise, store supplies, store assets were shipped out, and each store became empty in a broom swept condition

#### New store openings:

- Scheduled a team of **32 experienced RGIS auditors**
- **Placed merchandise** based on PDF planograms provided
- Developed an **electronic process to scan items** using a scanner to obtain the SKU from the master validation file
- Used tablets as a tool to search the planogram for the **correct product position**

#### Store resets:

- Scheduled a team of **8 experienced RGIS auditors**
- **Completed store resets overnight**, merchandised new fixtures and refreshed planograms



### RESULTS

The tech retail chain found by outsourcing the **stock relocation and merchandising project** to RGIS, the following results were achieved:

- **Closed stores** were cleared and left empty, in a broom swept condition
- **New stores** could be opened after five days as requested by the customer
- **Store resets** were completed overnight so there was no disruption to business or customers



By partnering with RGIS, allowed the tech retail chain's staff to **focus on opening new stores**, project manage the new store set up, train on sales tactics and be fresh and excited for the new store opening



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#### Experienced Team



#### Stock Relocation



#### New Installations



#### Store Resets



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