



## MACRO SPACE PLANNING TO ANALYSE STORES

**Case Study:** Retail Store Survey – Convenience Store Retailer

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Case Study: Retail Store Survey – Convenience Store Retailer

An international chain of convenience stores with 9,799 stores in North America (primarily in the United States and Canada), 2,697 stores in Europe, and an additional 2,380 stores operating under franchise agreements worldwide. Supplying the everyday necessities for your fridge, your family, your first aid kit or your traveling tool box.

## REQUIREMENT

A convenience store retailer required the ability to **analyse and report on store layouts, sales, profit and margin performance**, so required RGIS to provide the following:

- Encourage **store level merchandising**
- **Store clustering** so that product assortments, size allocations, and promotional offers can be localised as required
- Seamless links to third party applications
- Improve management **control of store space planning**
- 3D modelling of **store merchandising layouts**
- To complete a total of **2,380 stores**

## SOLUTION

The convenience store retailer partnered with RGIS to complete the **macro space planning project**, and RGIS provided the following:

- A **macro space planning management solution** was created
- **Store spatial values** including fixtures and planograms
- **Equipment types** and **numbers of fixtures**
- **Planogram to aid with store allocation**
- **Performance reports** created geographically and by store size
- Capability for users to customise and create reports

## RESULTS

The convenience store retailer found by outsourcing the **macro space planning project** to RGIS, the following results were achieved:

- **Improved** individual store and company-wide performance
- Significantly cut store planning approvals
- **Reduced implementation costs**
- Made **product realignment, refits and new store builds**, more efficient with less costs
- **Full integration** with SAP system and third party application



By partnering with RGIS, the convenience store retailer found that product realignment, refits and new store builds were **more efficient with less costs**



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Macro Space  
Planning



Store Survey



Accurate Data



Cost Saving



CONTACT **RGIS** TODAY TO SEE HOW WE CAN HELP YOU

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