



PARTIAL AND COMPLETE REMODELLING OF BATHROOM SHOWROOMS

Case Study: Remodelling – Trading Company

A network of trading companies was looking for a service provider capable of **supporting in its bathroom showroom and self-service remodelling project**

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With a network of 500 points of sale in France, a large distribution group that specialises in sanitary, heating and plumbing for professionals and individuals, required the support of RGIS. For one of its subsidiaries the group wanted to deploy a new store concept for its bathroom showrooms.

REQUIREMENT

In order for the large trading company to increase its performance and develop its market share, it began a **redesign of its self-services** in order to revise the customer journey and the product offer. With the new market environment since the Covid-19 pandemic, and the huge increase of the DIY market, the distribution group needed support in the **remodelling of the bathroom showroom stores**.

Although the company had an in-house Merchandising Team, they wanted RGIS to provide the following:

- **Expertise** in merchandising and remodelling
- **Nationwide coverage** across France
- Perform the **remodeling of 70 stores** (33 full and 37 partial)
- Carry out the **installation of shelves** during the day without disrupting commercial activity

SOLUTION

The trading company partnered with RGIS to complete the **nationwide bathroom showroom and self-service remodelling project**, and RGIS provided the following:

- Scheduled dedicated teams of **experienced RGIS merchandisers** depending on the project and the size of the store (full – 2-6 people for 5 weeks; partial – 2 people for 1-3 days)
- RGIS teams removed shelves, moved the goods zone by zone, before assembling the new gondolas of the self-service space
- Carried out the layout of the bathroom showrooms in accordance with the **merchandising plans**
- Provided **daily reports** on the progress of construction sites and **quality reports each weekend**
- RGIS teams worked alongside the Merchandising Project Managers of the company and **respected the specifications and the intervention schedule**

RESULTS

The trading company found by outsourcing the **nationwide bathroom showroom and self-service remodelling project** to RGIS, the following results were achieved:

- Expert merchandisers and teams were **efficiently scheduled according to the needs and size of each store**
- The company's Merchandising Managers were able to reassign their operational staff to other tasks with **higher added value for the company**
- Benefited from a remodelling service in its 70 stores, **without disruption to its customers and staff**
- The company have improved its bathroom showrooms and set up its new self-service areas, in accordance with the merchandising rules defined by its Project Managers
- Deployed its new store concept **quickly and efficiently** by creating attractive sales areas

By partnering with RGIS, the trading company **quickly and efficiently deployed its new merchandising strategy**



With an enhanced product offering and a smoother customer journey, the group has won over the general public and plans to extend its **new concept to its entire store network**

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Store Preparation



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