



PHARMACY CHAIN REBRANDING PROJECT

Case Study: Retail Services – Retail Pharmacy Chain

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A national retail pharmacy chain with more than 1,500 stores, around 17,000 staff and dispenses over 150 million prescription items annually, required the support of RGIS. The pharmacy teams give customers access to a range of healthcare services that includes screening for Type 2 diabetes, asthma support, pain management, blood pressure checks and a stop smoking service.



REQUIREMENT

The national retail pharmacy chain acquired a competitor with **488 locations** and needed resources to **convert the pharmacies over to the new brand**.

The national retail pharmacy chain required RGIS to provide the following:

- A team of **experienced merchandisers** able to:
 - **Build** fixtures
 - **Move** fixtures
 - **Tag** fixtures
 - **Install** signage
- The ability to cover various **locations across the country**
- In order to remain profitable, the **deadline for the store conversions was six months**
- Required the identification of 30% of the acquired merchandise which were non-compliant products



SOLUTION

The national retail pharmacy chain partnered with RGIS to complete the **rebranding store conversion project**, and RGIS provided the following:

- RGIS scheduled 33 experienced teams including 50 Merchandising Managers and 110 Merchandising Specialists
- **Training** began immediately for supervisors and merchandising specialists
- The training focused on the **customer's floor plan and tagging standards**
- Teams were mobilised in a timely fashion, and the conversions began
- RGIS **managed and supported** the rebranding store conversions



RESULTS

The national retail pharmacy chain found by outsourcing the **rebranding store conversion project** to RGIS, the following results were achieved:

- RGIS auditors had previously worked with the customer, performing **pharmacy and wall-to-wall inventories**, so were aware of the specific retail environments
- RGIS provided a total of **2,100 experienced merchandisers** for the project
- RGIS **managed 306 store conversions** and **supported 182 more conversions** during the project
- **Resource allocation adjustments** were made immediately due to daily reporting. This attention to detail allowed the project to be **completed on time and within budget**



By partnering with RGIS, the national pharmacy chain found that **resource allocation adjustments** were able to be made immediately due to daily reporting – this attention to detail allowed the project to be **completed on time and within budget**



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People Services



Nationwide Coverage



Accurate & Efficient



Collaborative
Approach



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

✉ | salesSingapore@rgis.com

☎ | +65 6538 2481

🌐 | rgis.com.sg

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