



PLANOGRAM COMPLIANCE ACROSS FULL ESTATE

Case Study: Retail Store Surveys – Nationwide Drugstore Chain

The drugstore chain required the support of RGIS to understand if their stores were **planogram compliant**

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A drugstore chain, operating in Germany, Poland, Czech Republic, Hungary, Turkey and Albania, needed all of its 220 stores in Hungary to be planogram compliant. Some of the drugstore chain stores had no store maps in place at all.

REQUIREMENT

RGIS provided **inventories for eight years** for the drugstore chain, so it was an ideal opportunity to **combine services** for customer's planogram project.

The drugstore chain needed to ensure that each of their 220 stores were **planogram compliant**, so RGIS needed to determine the following:

- Identify which stores already had planograms that needed to be checked
- Establish which stores had **no planograms**

SOLUTION

Following discussions with all stakeholders and understanding what detail the drugstore chain required about the planogram project, RGIS implemented the following:

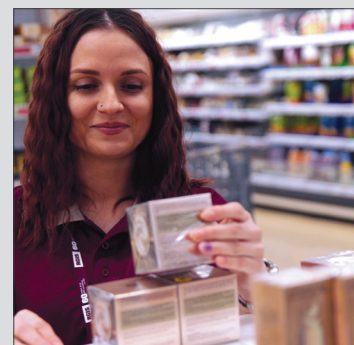
- **Full store survey and store mapping** was completed in all 220 stores
- Each store had a team of five **experienced RGIS auditors** to complete the full store survey and store mapping within four hours
- Two stores were completed each day

RESULTS

By partnering with RGIS, the drugstore chain were able to complete their planogram project:

- All of their 220 stores had **full store surveys and store mapping** completed. This identified that the existing planograms consisted of incorrect measurements, and approximately 50% of their stores had no planograms at all
- The project was completed within the tight timeframe given
- All stores are now **planogram compliant**, so the drugstore chain can accurately plan branding, POS displays and merchandising across all stores going forward

Partnering with RGIS meant the drugstore chain had **100% planogram compliance** across all of its 220 stores, which meant planning merchandising across all stores was consistent



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Store Survey



Information Gathering



Accurate Data



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