

# STORE SURVEY WITH PROFITABILITY AUDIT PER SQUARE METRE

**Case Study:** Retail Store Survey – National DIY Retailer

As part of a project to deploy a new concept on a national scale, RGIS was responsible for **location mapping 120 stores** and **analysing profitability** per square metre

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## Case Study: Retail Store Survey – National DIY Retailer

For each store, the national DIY retailer sought to visualise the actual layout of the shelves and measure the efficiency of the allocation of space.



### REQUIREMENT

The retailer partnered with RGIS to verify the accuracy of the store plans and obtain shelf space performance indicators. The customer wanted:

- Model all of its **120 stores** in 2D in a tight four-month timeframe
- Locate fixed furniture and product categories in each of its stores
- Obtain land use reports and **profitability indices** by family and sub-family
- **Update the store plans** already redeveloped to ensure the compliance of the installations carried out



### SOLUTION

RGIS produced the following for the retailer:

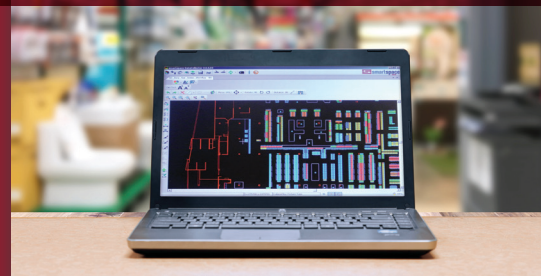
- Three RGIS employees conducted two to three survey audits per week for four months
- Reports of the measurements by **laser reading of the perimeter** of the stores (contours and walls) and the layout (furniture, gondolas, racks, aisles, reception and checkout area, showroom and podium, storage areas)
- Updating all elements in existing plans, including:
  - Architectural obstacles present on the shelf (e.g. columns, downpipes and air conditioning units)
  - Fire equipment (RIA, extinguisher, sprinkler) and emergency exits
- The audit of six items per gondola element to supply 2D ground plans
- Land use plans in Autocad format, for the entire store estate
- **Profitability analysis** of the surfaces allocated by family and subfamily in square metres and developed linear metre



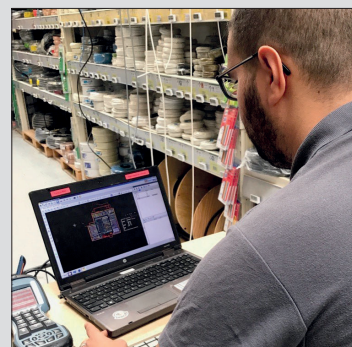
### RESULTS

The partnership with RGIS has enabled the retailer to obtain:

- 120 store surveys completed within the time allocated
- A global vision of each **point of sale with location** of fixed furniture and product categories
- **Reliable and usable analysis data**, restored in Excel, from turnover to M<sup>2</sup> and linear meter developed by family and sub-family
- **Autocad plans updated** and immediately integrated into the customer's database without the need to modify them



By partnering with RGIS, the national DIY retailer has obtained **accurate, reliable and up-to-date data** for all of its 120 stores. RGIS **analysed profitability ratios** and validated the deployment of the customer's new concept



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Store Survey



Profitability Audit



Accurate Data



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