



DIY STORE MERCHANDISING SUPPORT AFTER RENOVATIONS

Case Study: Merchandising – DIY Store Chain

A DIY store chain needed support with **merchandising stores after renovations** and helping stores to **perform better in daily activities**

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One of the leading Italian chains of DIY stores required the support of RGIS. The stores provide products and services aimed at DIY, maintenance and improvement of the home and garden. The DIY store chain has approximately 80 stores and 34 franchises across Italy, with its headquarters based in Milan.

REQUIREMENT

RGIS have provided stocktaking services to the DIY store chain for several years, so they turned to RGIS to assist them with additional retail support services. The company needed support in **merchandising stores** after renovations, assistance in helping stores to **perform better in daily activities** and to **cover staff illness**, so required RGIS to provide the following:

- Support the in-store team with **retail merchandising** requirements
- **Shelf replenishment**
- **Removing stock** from store prior to renovations
- **Refill shelves** following planograms after store renovations
- **Stock compliance checks** following planograms
- Other **daily activities** throughout the store

SOLUTION

The DIY store chain partnered with RGIS to complete the **DIY store full merchandise and support project**, and RGIS provided the following:

- Scheduled teams of approximately **three experienced RGIS merchandisers** depending on the size of the store, for a month
- **RGIS teams worked alongside internal staff** and created procedures based on each store's requirements
- RGIS teams **removed and restocked shelves** during the renovations, using the **planograms** for each store
- As the remodelling project took place over several days and weeks, RGIS organised a **daily report and a weekly report** with the customer

RESULTS

The DIY store chain found by outsourcing the **DIY store full merchandise and support project** to RGIS, the following results were achieved:

- **Store Renovation:** Due to the experienced RGIS merchandisers, the customer's staff could continue with daily duties and didn't have to be relocated from other stores
- **Store Staff Illness Cover:** RGIS teams assisted with stock replenishment and compliance stock check activities when the customer's staff were unavailable, which **saved the customer money** on hiring temporary agency staff
- Adhered to the customer's **strict merchandising rules and standards** at all times
- The customer was **extremely happy** with how the RGIS teams worked with internal staff, and the services provided finding the services provided were **more efficient and accurate** compared to using internal staff or using temporary staff agencies



By partnering with RGIS, the DIY store chain were able to **complete the renovations in stores efficiently**, and will **continue to utilise the RGIS merchandising services in the future**



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People Services



Planogram Compliant



Store Preparation



Stock Replenishment



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