



# Merchandising Case Study

## Homebase, New Stores

### Overview:

A week prior to new store openings, all stock is delivered at timed intervals, over a 24 hour period. This requires large teams of experienced merchandisers to implement the planograms and ensure all stock is merchandised ahead of the store opening. This is known as a 'Stockfest'. Previously Homebase used their own staff, seconding the additional resource from surrounding stores. This proved detrimental, compromising the operation of the nearby stores, incurring high transport, over-time & accommodation costs for the host store and impacted the training of the new store staff.

### Client Benefits:

Using our skilled merchandisers produced an immediate cost saving, enabled new store staff to continue training and resolved the nearby stores' staffing issues.

### Key Learnings:

Using RRS for all new store openings increases efficiency as learnings can be transferred from store to store, with the use of our dedicated account teams.

### Why RRS?:

Utilising our skilled merchandisers, Homebase can open stores more efficiently. This provides a quicker return on investment, as the store is able to trade quicker. This turnaround sets an industry benchmark.

*"The outsourcing of the 'Stockfest' activity allows us to deliver first class store openings with little impact to the rest of the business. We now have the flexibility & volume of skilled resource to enable us to stock the store in a reduced period of time, so we can open stores quicker & more efficiently"* Store Format Resource Manager, Homebase



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