



Merchandising Case Study

Sainsburys - VAT Change Implementation

Overview:

When the Government announced a VAT reduction in November 08, retailers were put under pressure to change all of their prices in a very short space of time. Sainsburys approached us, requesting support teams to help them change labels & POS. Within 24 hours we mobilised 240 merchandisers to work a week of nights across the top 120 stores nationwide, providing valuable assistance to the store teams.

Client Benefits:

Using Sainsbury's own staff would have left them short staffed during the day, impacting customer service and sales. RRS support enabled stores to continue to trade normally, whilst implementing a huge overhaul of their price labels.

Key Learnings:

RRS can offer support to unique, short notice projects such as this one, on top of planned store development and range review activity.

Why RRS?:

Our ability to mobilise teams on a large scale with minimal notice, supported by regional and central management support, enabled a major retailer to deliver an important project within a limited timeframe

"I would like to say big thank you for the fantastic support with the VAT ticket changing in our top 120 stores over the last week. Your teams in the office and on site have assisted with this very complex task allowing our colleagues to serve the customer during to run up to our very busy festive period. To supply 240 colleagues into 120 stores at very short notice is a truly great achievement."

Director of Store Operations - Sainsburys



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