



Merchandising Case Study

Sommerfield - Evolution Project

Overview:

Sommerfield's Evolution project involved unifying their store formats. The changes were radical, turning 9 existing store formats into 3 new space & layout models. Over 750 stores were relayed within a 6 month period, involving the implementation of the evolution models to standardise line plans & ranges. Sommerfield needed one company to manage the merchandising process.

Client Benefits:

We controlled & managed the following elements of the project;
Store Phasing: Before & after plans, plus a critical path per store
Equipment: Warehousing for 500 pallets plus collation & delivery
Resource: Rackers, Electricians, Team Leaders & Merchandisers
Support Centre: 24 Hour call centre with extranet facility

Key Learnings:

Communication: Daily conference calls became a vital element of the project to discuss the previous nights work. The shared information gathered during these calls meant important knowledge gained from one store could be relayed to the whole estate, without delay.

Why RRS?:

Our field management structure and central support centre provided the cohesion necessary to ensure the success of the project.



"This is probably one of the biggest pieces of work ever undertaken by any Retailer in such a short space of time." Somerfield Retail Director

