

# Shopfitting – Operation Excellence

...How to keep an eye on consumer behavior and processes

## Client

Business with multiple stores and a 30 million euro turnover.

## Initial situation

The company was expanding in the market, new stores were being opened regularly and profitable existing ones were getting modernised. The previous shopfitting partner had done its best to cater for the company's individual workflows and processes, but was reaching its limits.

Staff had to come to terms with the shopfitting and gave little thought to productivity and efficiency. This was compounded by the sales department's impression that the catering area in most stores was underperforming. After a quick analysis of the current situation at various locations, it was clear there was a lot of untapped potential.

## Results

- Newly opened stores were much more efficient in terms of workflow/processes. It was even possible to reduce the number of staff hours originally planned.
- In the existing stores, small adjustments were made to improve efficiency. Here and there, the look and feel was brought more into line with consumer expectations, which also led to an increase in sales.
- These measures helped to strengthen the company's position on the market.
- Finally, employees were more motivated than before thanks to the improved workflows and processes.

