VALUATION OF INVENTORY DATA TO ANALYZE LINEAR PERFORMANCE

Case Study: Retail Store Survey – Health and Beauty Store

Following changes in purchasing patterns and significant stock movements caused by the pandemic, a health and beauty store wanted to **inventory its products, geographically locate them and obtain linear performance indicators**

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Case Study: Retail Store Survey – Health and Beauty Store

Faced with the interest of consumers for everything related to beauty, well-being and health, a health and beauty store, wishing to secure its stocks, was looking for a service provider capable of doing more than a simple inventory to limit breaks and analyze the efficiency of its shelves.

REQUIREMENTS

In order to simultaneously have a reliable stock status, the health and beauty store required an **analysis of purchasing behavior in relation to shelves**, and a **2D model of its point of sale**.

The health and beauty store required RGIS to provide the following:

- **Inventory all of its products**, including back room stock
- Process **stock differences by zone**
- **Measure shelves and map** the sales space and storage areas
- **Geographically locate** the references and the different product categories
- Analyze **shelf performance indicators**

SOLUTION

In order to meet the specific specifications and provide this tailor-made service, RGIS provided the following:

- Scheduled a team of **38 experienced RGIS employees** for seven hours after the store had closed
- Adapted its procedure and carried out the **complete inventory and the additional requirements simultaneously**
- Marked up and carried out **permanent labeling** of all the fixtures
- **Mapped the point of sale in 2D** and delimited the storage areas
- Location statement for each product category
- **Integrated sales data** for the last 12 months into the 2D plan produced

RESULTS

The partnership with RGIS has enabled the health and beauty store to:

- Benefit from an **accurate and reliable inventory** of its stock and deal with any anomalies by area
- Located and obtained a detailed report of products in each location to **simplify click and collect order preparation**
- Facilitated the addressing of products thanks to permanent labeling of each location
- **Visualize and use linear profitability data** for products to **optimize the layouts**

By partnering with RGIS, the health and beauty store was able to **update its stock and limited stockouts, optimize its picking path, analyze merchandising ratios and identify performance factors** with the potential for development of the assortment of its shelves

Complete Inventory

Store Mapping

Accurate Reports

Fast Turnaround

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