



MERCHANDISING LIGHTING INSTALLATIONS WITHIN MULTIPLE RETAILERS

Case Study: Merchandising – Multiple Retailers

Multiple retailers required the same lighting brand to be **merchandised in-store with lighting installations**

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A popular lighting brand regularly brings out new lighting installations that need to be installed within multiple retailers. When the lighting brand launches the new collections, the retailer is responsible for the new installations.

REQUIREMENT

The retailers that stock the popular lighting brand required the support of RGIS to provide the following:

- **Remove** existing lighting installations
- **Install new collections** of lighting installations
- Eliminate the need to employ independent workers
- **National coverage** to be able to merchandise all retailer's stores
- **Ensure no disruption** to customers or staff

SOLUTION

The retailers that stock the popular lighting brand partnered with RGIS to complete the **lighting installations merchandising project**, and RGIS provided the following:

- Worked closely with the multiple retailers
- Scheduled a team of **four experienced RGIS merchandisers**
- A total of **1,800 hours merchandising**, across the multiple retailers

RESULTS

The retailers that stock the popular lighting brand found that by outsourcing the **lighting installations merchandising project** to RGIS, the following was achieved:

- Ensured the old lighting installations were **removed professionally**
- New lighting installations were **merchandised efficiently**
- Removed the need to use in-store staff or independent workers
- **No disruption** to customers or staff throughout the merchandising project



By partnering with RGIS, the multiple retailers found the **lighting installations were completed efficiently and professionally** without having to employ independent workers



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Experienced Team



New Installations



Tailor-made Service



Fast Turnaround



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