



Installation

Martin McColl case study

Martin McColl

Enhancing the impulse shopping experience in leading newsagents and convenience stores

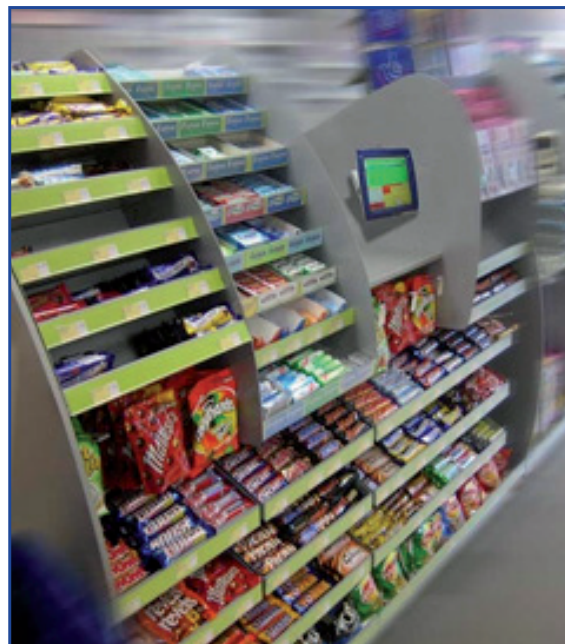
Large scale installation of a flexible counter unit to maximise product coverage at front of store by Mars snack foods for Martin McColl.

OBJECTIVES

To deliver a cost effective, radically redesigned confectionary counter which combines ease of use with visual customer appeal to increase Mars snack food sales.

ACTIVITY

- Survey 1300 sites over 5 week period. Information gathered includes:
 - Counter size & position – including photographs
 - Stock displayed
 - Opening hours
 - Loading, parking, access facilities
- Survey data collated and presented to Martin McColl to determine counter unit allocation
- Preparation of installation schedule
- Installation completed over 6 month time period
- Two stores per day completed by each team of fitters and electricians



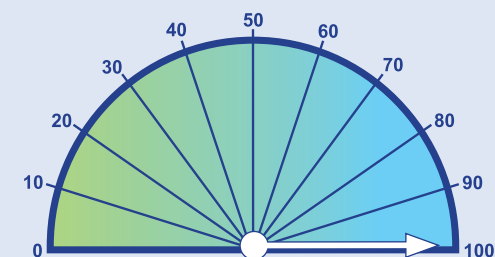
RESULTS

- *POPAI Silver award winner*
- *Project completed ahead of schedule and to agreed budget*
- *70 additional sites added due to its success.*



COMPLIANCE = 100%

Within agreed timescales



PAT Testing



Live Data Capture



Distribution



Stores