



Installation

Driving business by changing the way colleagues and customers use leaflet dispensers



Regionalisation



Distribution



Planning



Live Data Capture



Environmental Management

900

Stores

Installation of a range of new POP units designed to improve the way marketing material is displayed and used.

OBJECTIVES

- Simplify the display of merchandising material to make it easier for customers to locate information and for colleagues to point out beneficial opportunities to customers.
- De-clutter existing merchandising units to improve display of core product
- Installation of new wall mounted and freestanding units across estate

ACTIVITY

- Pilot exercise in 35 branches to determine best project process
- Installation of 1430 display units into 900 branches UK wide over 8 weeks
- Merchandise to planogram
- Relocation of existing fixtures
- Removal and environmentally cautious disposal of old POP material Regular reporting/ communication to ITUK, including photographs, were achieved by streaming all jobs via PDA's and bespoke web portal.



COMPLIANCE = 98.9%

