

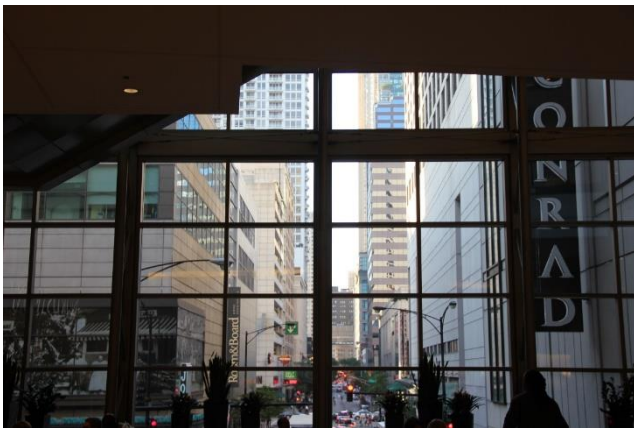
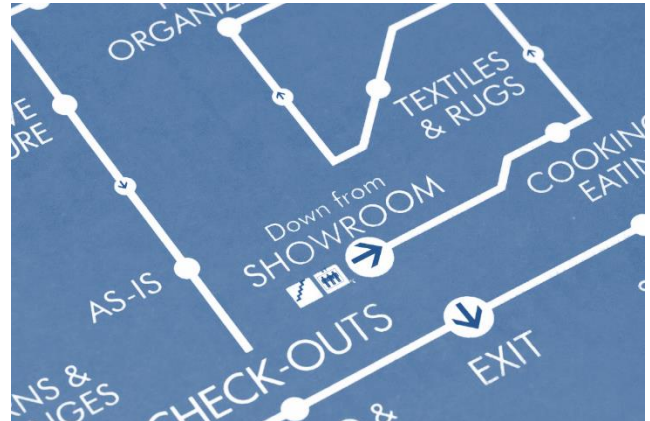
## CASE STUDY: NEW RETAIL FORMAT CONCEPT TEST

### BACKGROUND & OBJECTIVES

Major Global Retailer

GOAL: Revise national rollout plan

OBJECTIVES: explore viability of developing urban locations, determine why new store format (half the standard footprint for this retailer) was underperforming in test markets, and provide strategic and tactical direction to maximize success of rollout



### METHODOLOGY

Three-step research design – the same respondents participated in all three phases:

- 1 Online concept evaluation
- 2 Store visit to existing test store prototype
- 3 Online survey conducted after store visit

Sample drawn from within the targeted urban metro area

Final report integrated learnings from other related studies (shop-alongs, satisfaction, elapsed users, source of volume, geo-demographics)

### RECOMMENDATIONS & RESULTS

Concept viable but required strategic marketing and operational changes to be successful

Recommended future store locations be targeted to higher density areas

Recommended major positioning change (similar positioning later adopted by key competitor)

Identified assortment and several major department weaknesses

Recommendations were endorsed by client and relied upon to revise store concept which was subsequently rolled out nationally

To learn more about Solution Partners, please visit our web site at [www.solutionpartners.com](http://www.solutionpartners.com) or contact us:

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