



How the Red Elephants helped a Retailer to regain his old Strengths

A Czipin Success Case

**What was
the problem?**

The Retailer almost
incapable of acting
due to all sorts
of problems



The Retailer does
the only **right thing**



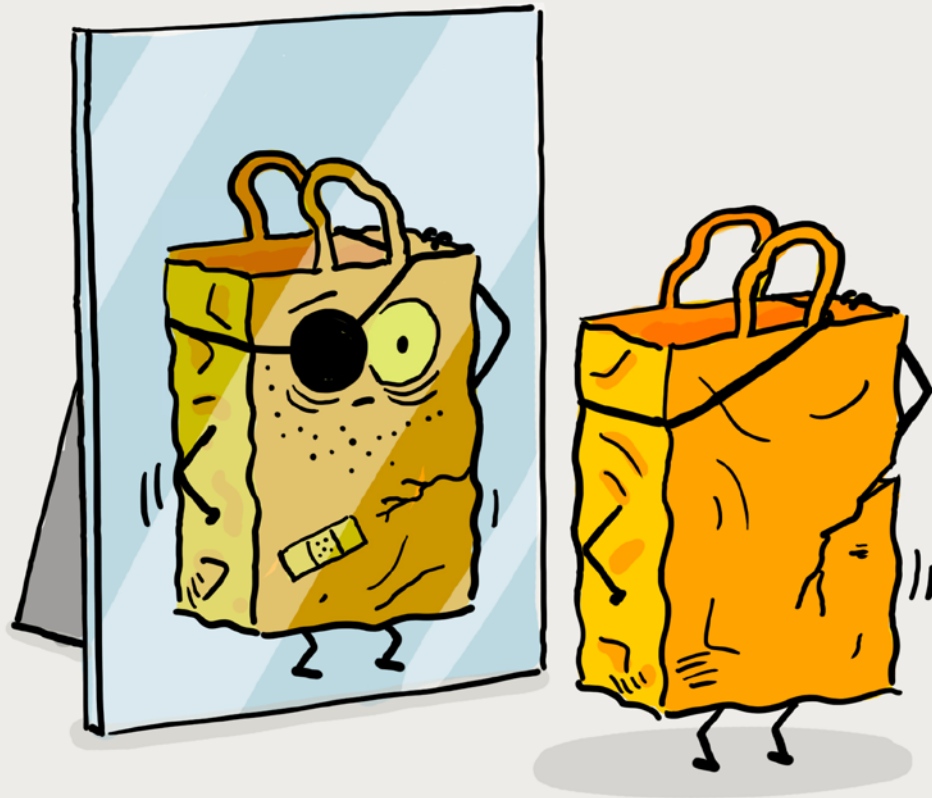


Step 1:
a thorough
Health Check

#1

Poor labor productivity



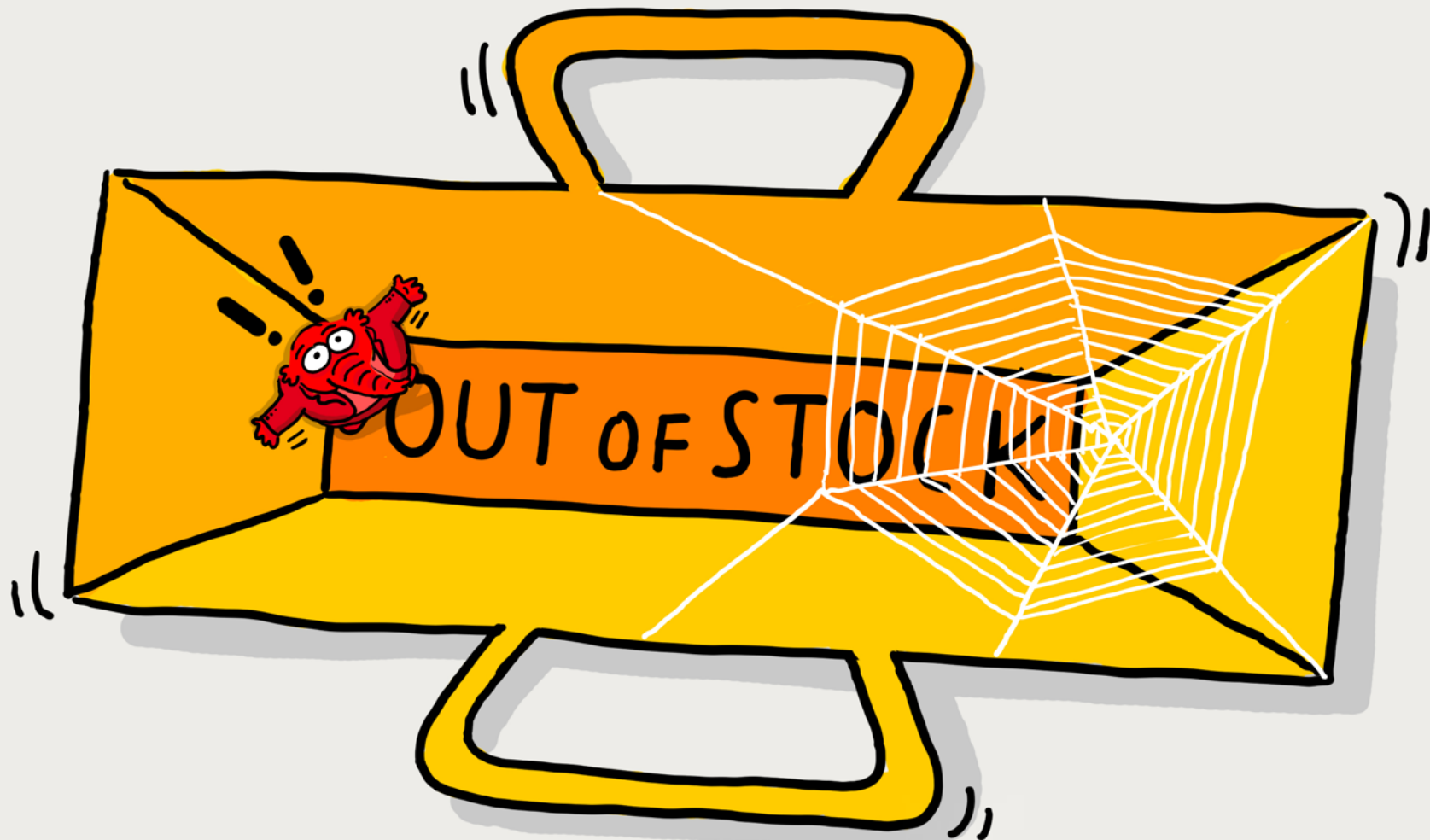


#2

Unattractive
shop appearance

#3

Disappointed customer experiences due to **bad supply chain management**



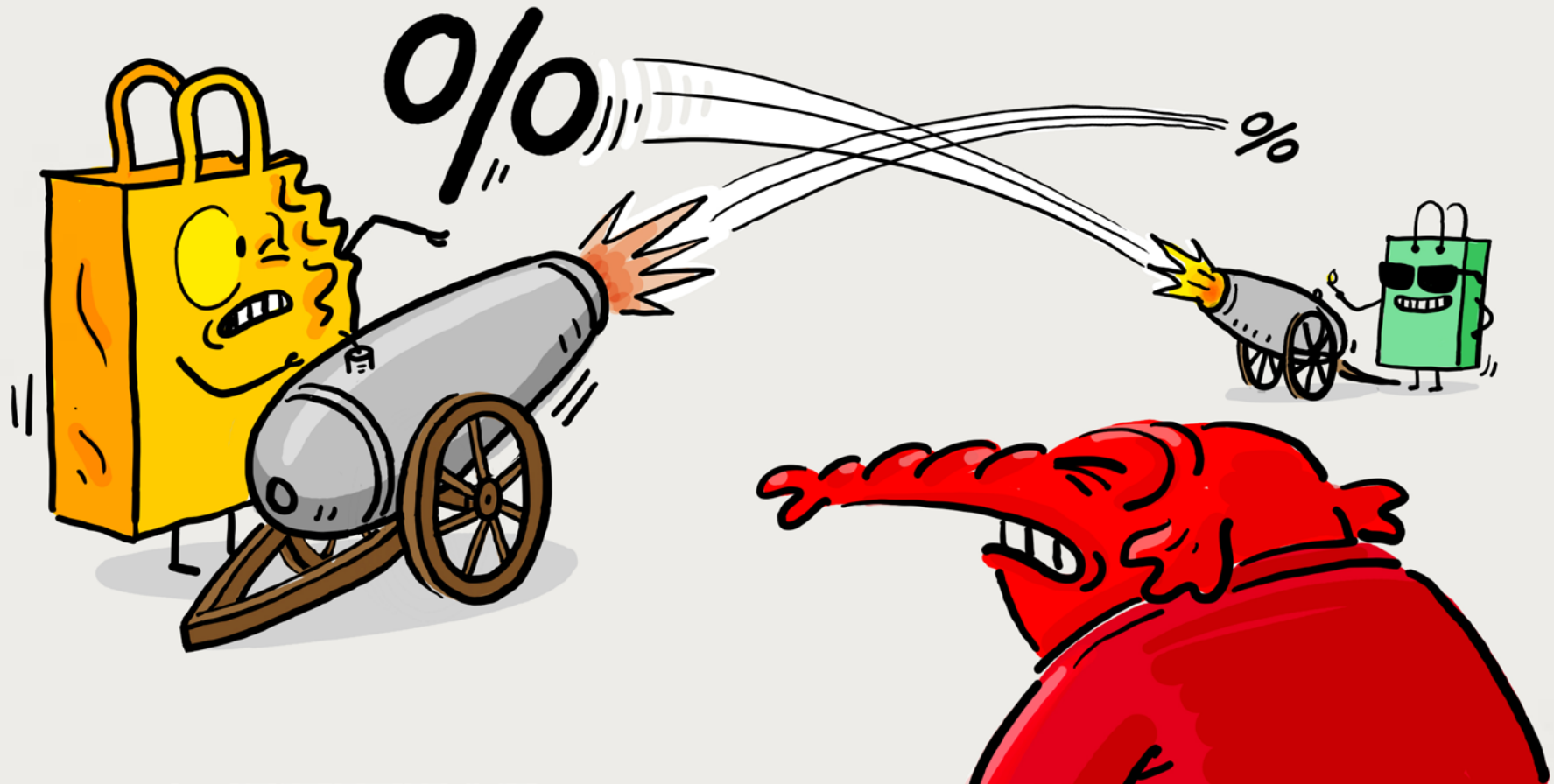
#4

Blurry
profile



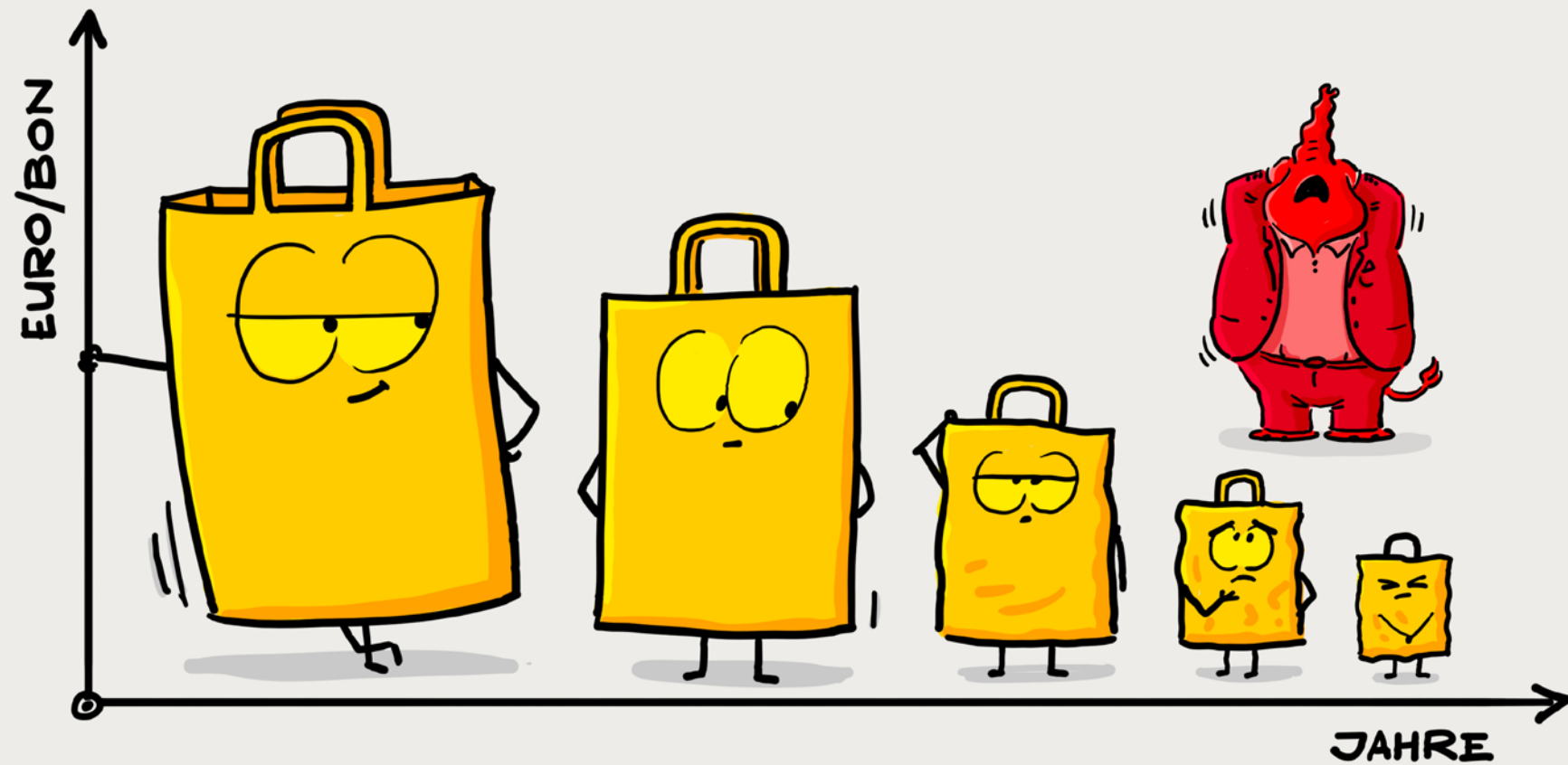
#5

Expensive and unfocussed price wars – **high cost – little return**



#6

Footfall and average check **on the decline**





#7

Lack of transparency:

**Managers do not
recognize the urgency
of the situation**

#8

Staff hours are **not allocated to demand**



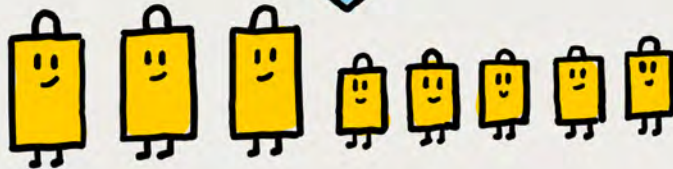
THE SOLUTION



TO DO'S FOR TODAY

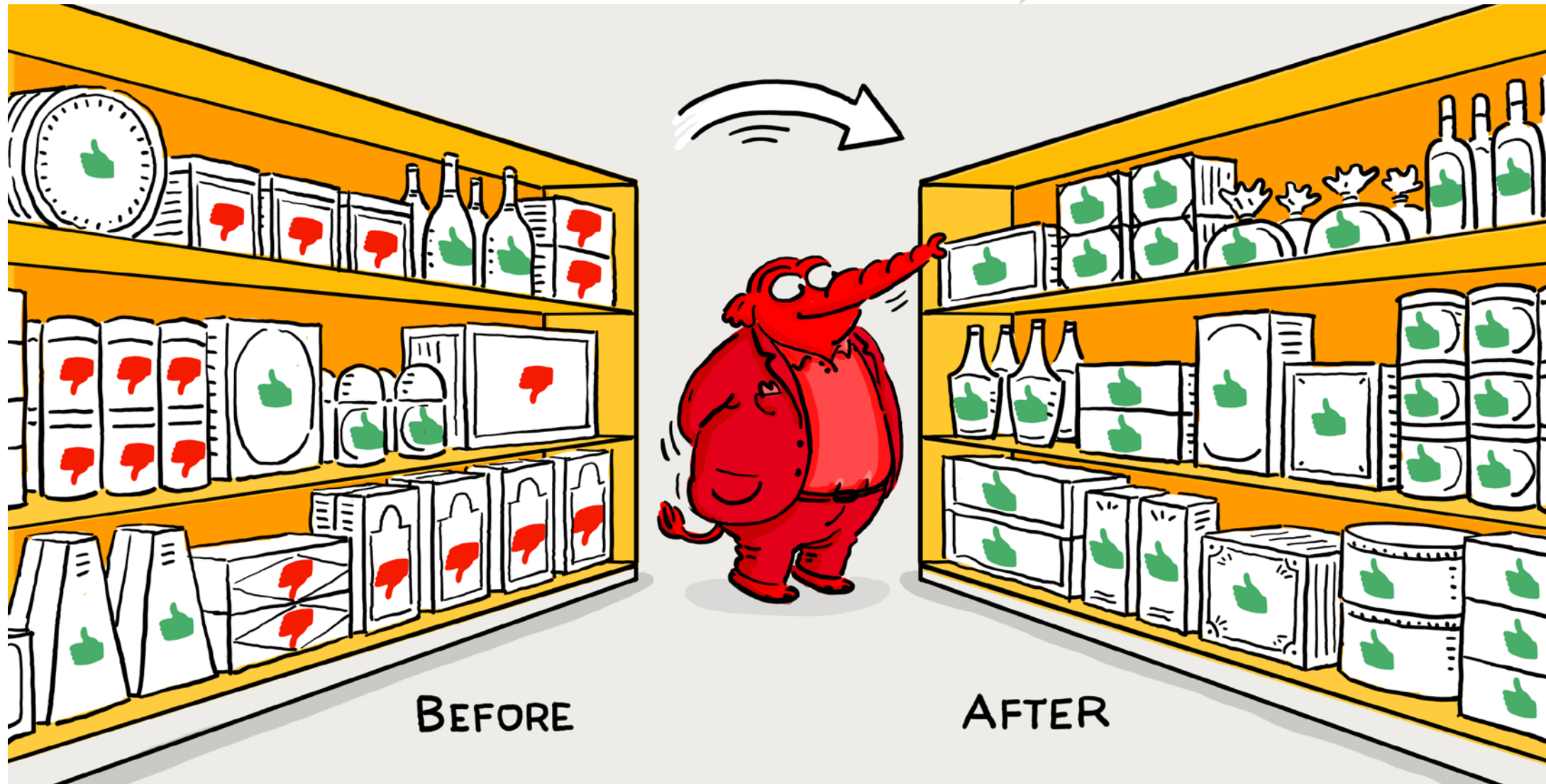
- Receiving Shipments
- Replenishing
- Check-outs
- Promotion Set-Up
- Serving Customers
- Check-outs of expected Customers

↓ = ↓
REQUIRED HOURS



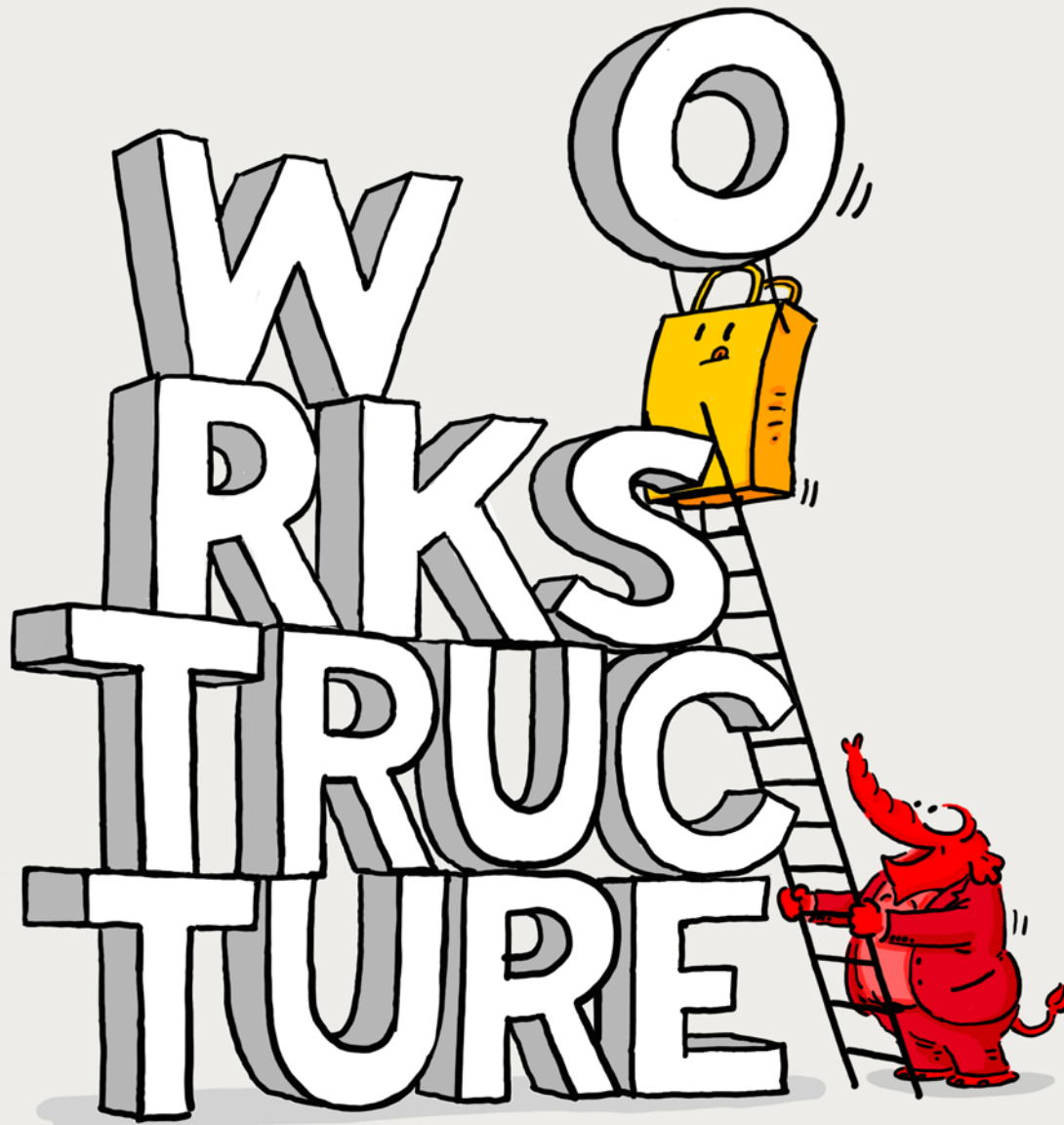
*Systematic planning
of staff hours
based on demand*

Reconfiguration of shelf space **based on margins**



New USP:
*Friendliness,
Freshness,
Regional Products*





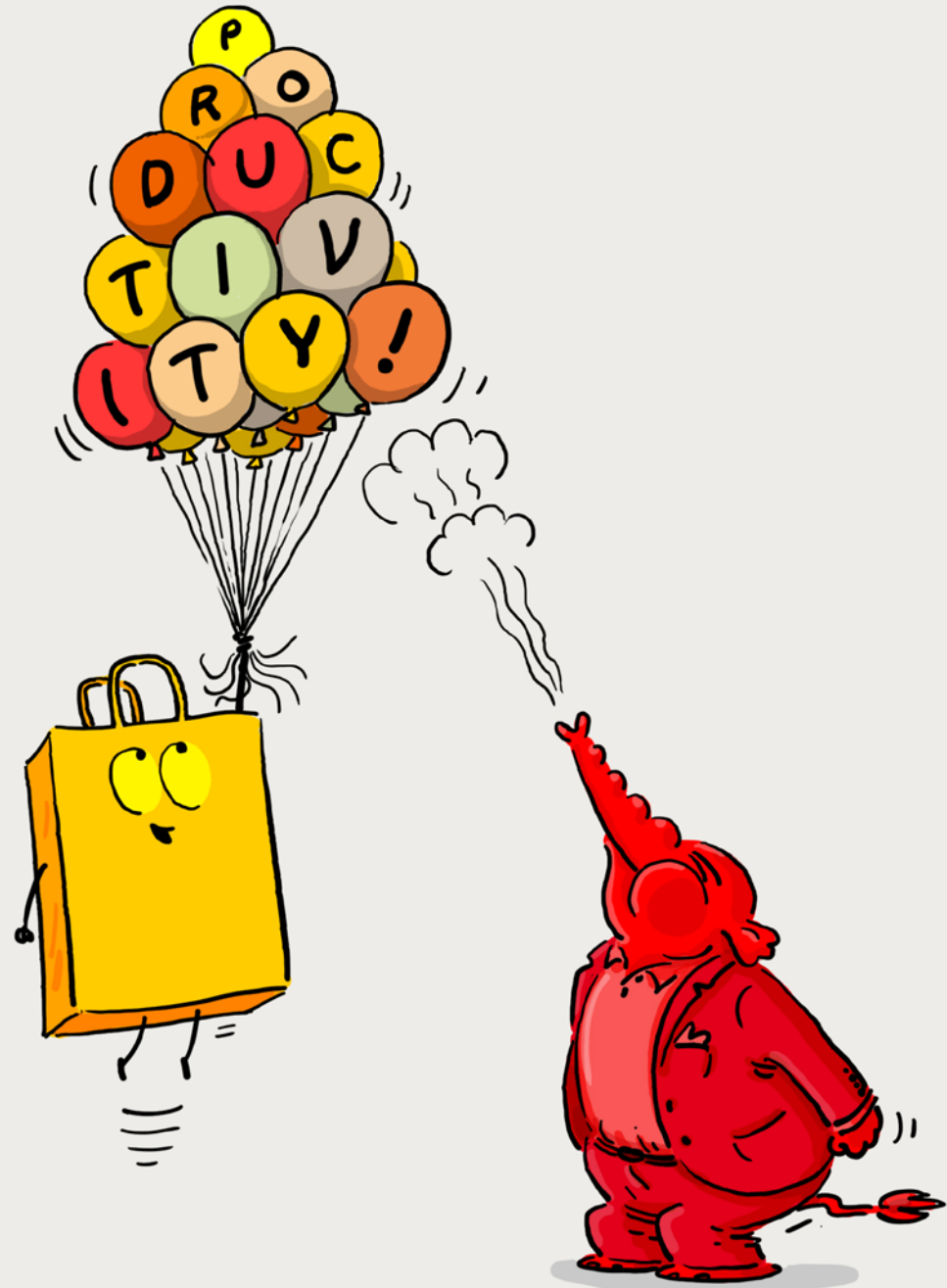
Intense
coaching during
Implementation

New types
of **promotions**





Productivity
increase
by 12%



Clean, **attractive** store appearance



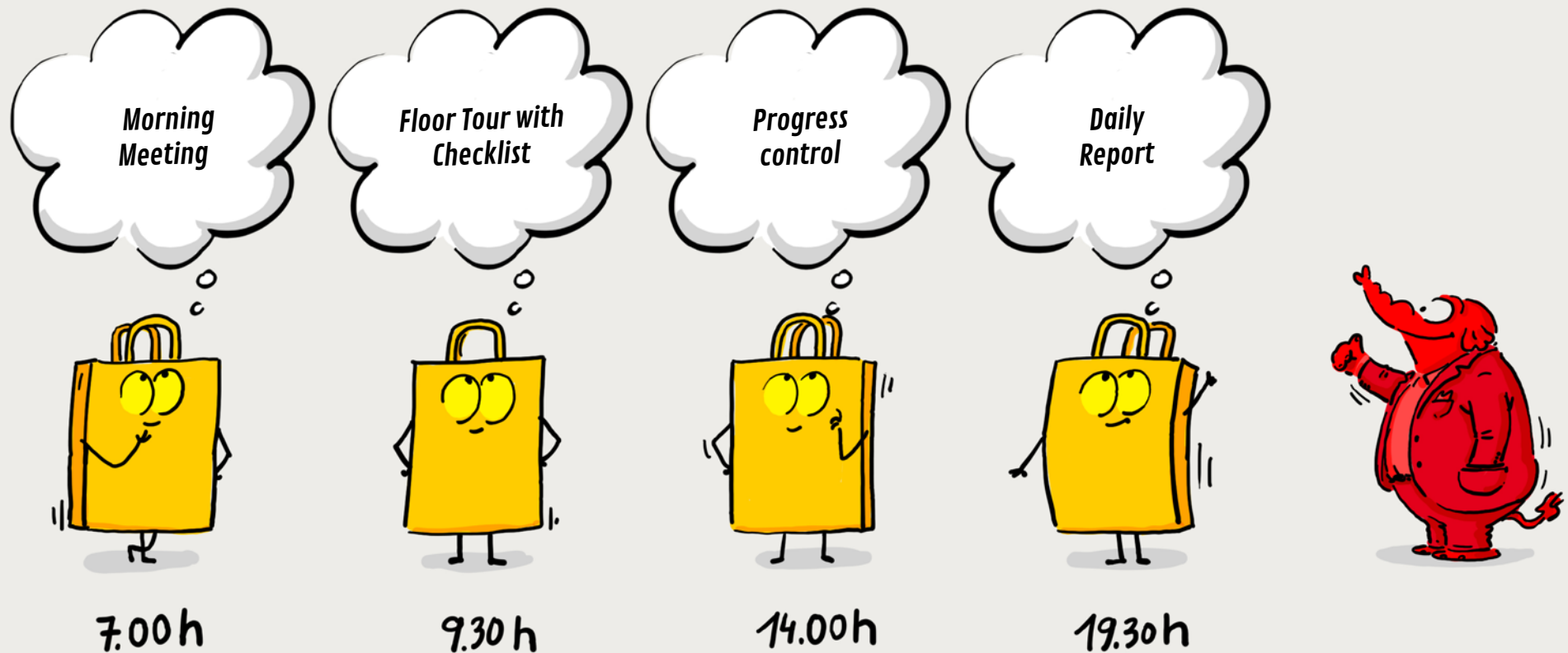
*Increase of
shelf productivity
by 3%*



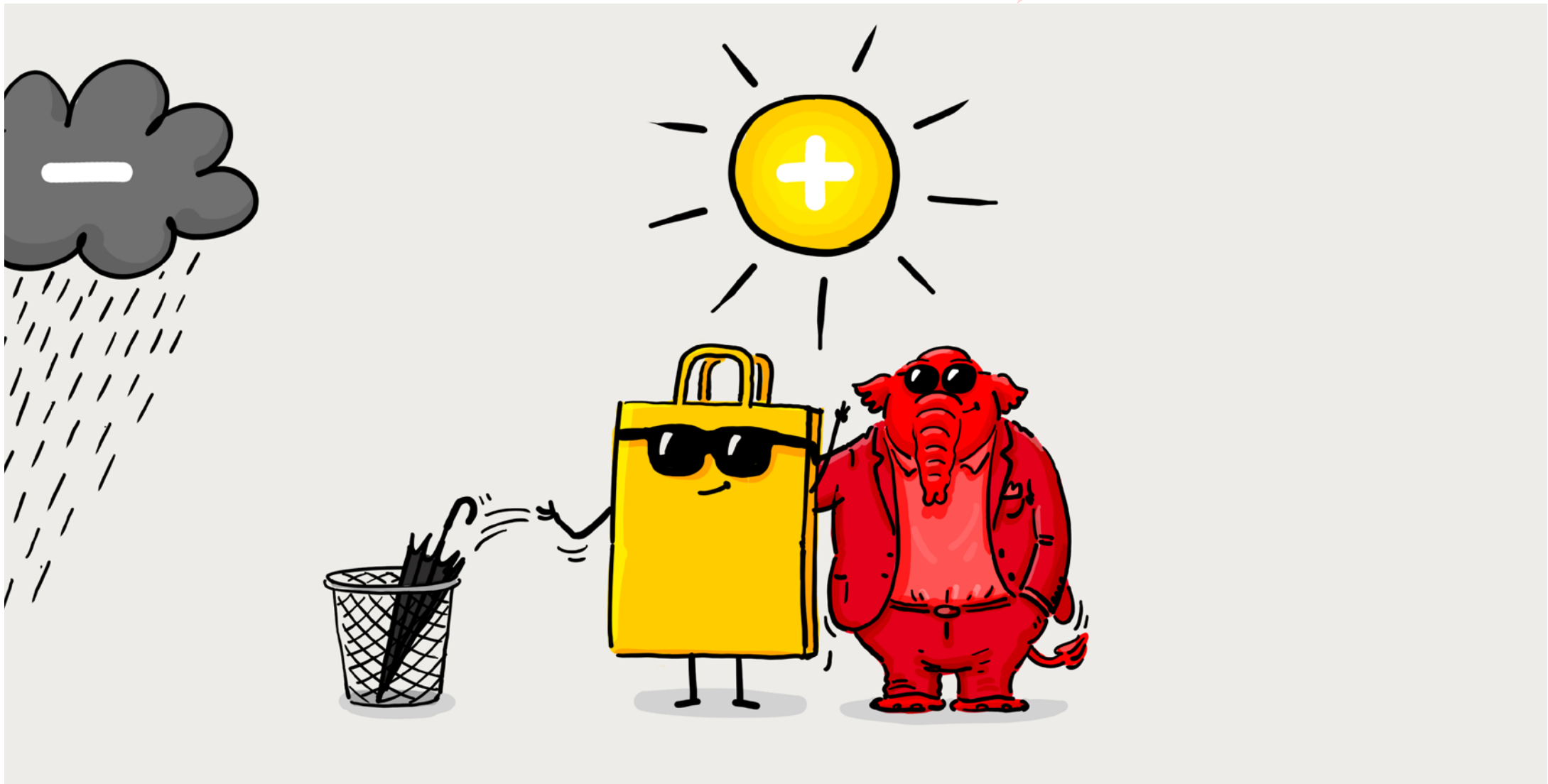


Efficient
promotions

*Pro-active and systematic supervisory behavior due to **defined routines***



After 1 year **profitable again**



AND HOW CAN WE HELP YOU ?



