

THE HOME DEPOT

REFRESH



BACKGROUND

Undergoing an interior refresh and remodel project for an established store is often much-needed to accommodate the growing foot traffic in retail areas as well as upgraded merchandising selections. This was the case with the Home Depot store located in Concord, CA. The project involved remodeling work, fixture demo, racking installation, graphics changes, and merchandising resets. The expansion of existing space allowed the store to gain holding power for inventory and increase their selections of merchandise to meet both the in-store increase in traffic as well as the fast-growing volume of online orders that get picked up in store.

THE BEAM TEAM HAS BEEN A LONG-TIME INSTALLATION AND RETAIL SERVICE PROVIDER TO THE HOME DEPOT, AMERICA'S LEADING HOME IMPROVEMENT WAREHOUSE.

THE OPPORTUNITY

We managed multiple changes to merchandising plans, fixture layouts and planograms. The store was busy. Crews had to work around store high traffic hours. Delays were a real possibility due to the layout changes and unanticipated large volume of trash. A request to move a wire machine was made without notice, and the team did not have experience with fulfilling such a request.

THE SOLUTION

Beam Team worked with the Home Depot PMs to accommodate the merchandising plan changes as they occurred to minimize down time and keep to the schedule. Work crews ranged in number from 20 to 25 highly-skilled tradesmen each day. To accommodate the open store remodel we ran split shifts. Limited size day crews were 3 to 8 hours in length and only Monday to Thursday. Night shifts were Sunday through Thursday nights. Despite lacking experience in moving a wire machine, the crew completed the task without any delays. In addition, the project was completed on time, within the specified 12-week timeframe.



America's #1 home warehouse relies on The Beam Team for retail store services, fixture installations and other services.