

ACE HARDWARE

ROLLOUT RESET



BACKGROUND

Managing complex retail store projects requires attention to detail and a highly-skilled team that has the expertise to execute the customer's demand. The Ace Level 3 program is no exception. The project included extensive re-sets, fixture installations, free-hand merchandising, and surveys. The plumbing fittings re- set consisted of 11 categories, including brass, push, copper, metal, pex, and plastic fittings, valves, plumbing tools, plumbing pipes, augers & plungers as well as pex tubing. The number of bays within the four different sections for this project varied from store to store, ranging from as few as 15 up to as many as 35. In addition, the Beam Team's expert assembling team was also responsible for installing brass and metal sliders, hanging category ID blades, and POP cards.

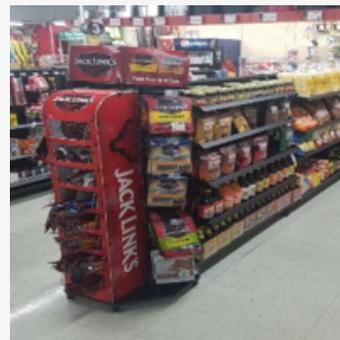
LIKE MANY ACE HARDWARE STORES, THE BEAM TEAM PRACTICES "FREE HAND" INSTALLATION, BECAUSE TRADITIONAL PLANOGRAMS DO NOT APPLY IN THE UNIQUE NEIGHBORHOOD RETAIL FOOTPRINTS.

THE OPPORTUNITY

At the start of the project, key components and materials were not available. There were significant delays in receiving fixtures, and when delivered, they were found to be damaged in transit or missing parts. In addition, a shortage of re-set materials, including POP holders and dividers, served to further complicate the completion of the project.

THE SOLUTION

As defective materials were identified, Beam Team's project manager quickly coordinated to get new materials so that the project wouldn't be delayed. Three expert, in-house re-set and installation contractors were used for the project taking approximately 3-4 days for each store to be completed. The entire multi- store installation project was finished and approved on time and within budget. Ace's store managers acknowledged the professionalism and high-quality performance of Beam Team's store fixture and installation teams. Their feedback and validation helped the Beam Team generate several word-of- mouth referrals, as a result of their work.



Many Ace stores call for "free-hand" merchandising--an ability to eyeball resets on the spot. With the owner, installers gather facts about traffic, fabricate and get creative.