

RACETRAC

DECOMMISSION ROLL OUT

BACKGROUND

Retailers continually seek performance improvements from their stores. This calls for agile changes, like rearranging the footprint of several locations to better serve customers in those regions. Quick turnaround time is called for—to capture better performance and keep customers shopping. So, the decommission rollout must be meticulously planned and managed with the general contractor from start to finish.

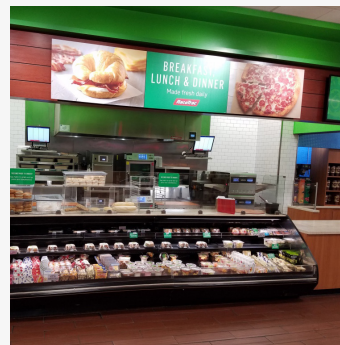
THE DECOMMISSION ROLLOUT ISN'T COMPLETE WITH THE REMOVAL OF EQUIPMENT AND SIGNAGE. THE SPACE GETS REFRESHED, OFTEN INCLUDING ELECTRICAL WORK, GRAPHIC INSTALLATION AND PAINTING.

THE OPPORTUNITY

RaceTrac needed portions of its kitchens and coffee stations decommissioned in select locations. Multiple pieces of equipment would be decommissioned with signage and décor removed, menu boards updated, followed by seamless patching and painting of the walls. Additionally, the equipment needed to be decontaminated before being moved.

THE SOLUTION

The Beam Team worked in tandem with RaceTrac's field team. Locations that were most time-pressed became the top priority. Based on performance and turnaround times in this first wave, The Beam Team was tasked to take on the remainder of the field team's stores—and assigned the entire second wave of locations. Soon after, RaceTrac awarded The Beam Team the entire balance of the decommission roll out.



The space gets refreshed, often including electrical work, graphic installation and painting.