



Well Pharmacy optimises range and assortment planning across 780 sites

StoreSpace® containing accurate current datasets is enabling Well pharmacy to report on the space across its estate, while model stores are guiding the planning of the right mix of space.



Retail case study by
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Optimising range & assortment planning

The UK's largest independent pharmacy chain use's retail space planning software StoreSpace® to optimise the range and assortment planning across its 780 pharmacies.

Well Pharmacy implemented the retail space planning software solution StoreSpace® from CADS to improve their store planning process. Well Pharmacy provides healthcare advice and services to 1.3 million UK customers every week and dispenses 74 million prescriptions each year.

Quality & availability of planning data

The pharmacy chain wanted to improve both the quality and availability of their floor plan information to help with the complex task of managing and optimising its portfolio of 780 pharmacies in the UK.

They required an easy-to-use system that built on their existing AutoCAD plans that would help them improve their store planning process. As well as making it easier to report on the linear space and fixture details.

Updating, viewing & reporting store layouts and commodities

Well already had AutoCAD drawings for each pharmacy site, so the next step was for Well staff to complete audit surveys to verify the layout of each store and the location of the commodities on the shelves. Using the StoreSpace® floor planning system, CADS collaborated with the Well team to update 780 AutoCAD store plans from the data and surveys provided.

By updating the store plans using the StoreSpace® AutoCAD add-in the layout and commodity information was available online via StoreSpace for viewing and reporting. It provided an efficient and cost-effective solution for the pharmacy chain.

Range and assortment planning for 780 stores based on highly accurate data

Using StoreSpace®, CADS was able to create a highly accurate dataset for Well Pharmacy. Floor plans of every location together with range and assortment information is available for their Head Office, store and field-based personnel.

Model stores were created to be used within the system allowing each store to be reviewed against the model, with coloured highlighting and targets helping to guide the planner to the right mix of space.

Well Pharmacy joins several other leading retailers who are also using StoreSpace® to plan their stores.

Stuart Murray, Commercial Project Manager, Well Pharmacy

“With StoreSpace® we can now produce reports that provide us with linear, category and equipment detail at store, cluster or whole estate levels in seconds. This information was previously difficult or costly to obtain and is valuable to our business in helping us identify the stores that match set criteria for range and assortment improvements and for other Well colleagues such as our buyers and category managers.”



Ready to get your project started?

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