

Low cost revitalisation program

- *Do you have inconsistent “look and feel” throughout your stores?*
- *Looking for a low cost solution to implement your store concepts?*
- *Do you need a swift “revamp” with limited disruption to your customers?*



Many companies in the Middle East and Africa have issues with design and consistency irregularities in their retail outlets which can purvey a poor brand identity and image to consumers. However, to roll out a new or existing concept in its entirety through all the store locations can often be very costly and cause too much disruption to business. This is where a Low Cost Revitalisation Program (LCRP) can be used to **quickly** and **economically** resolve these issues.

Our success

Where budget is limited or major spending not an option until next budget period, ProWorkz has supported clients by developing and conducting a LCRP. By implementing this program our clients were in a better situation to:

- Cost effectively implement new concepts within existing stores by changing a small number of selected elements
- Create a consistent brand look and feel across the estate
- Align design elements of multiple sales channels (e.g. franchise and own retail versus dealer owned stores)
- Quickly refresh and introduce new design elements with minimal impact on operations
- Achieve change months ahead of schedule

Solutions

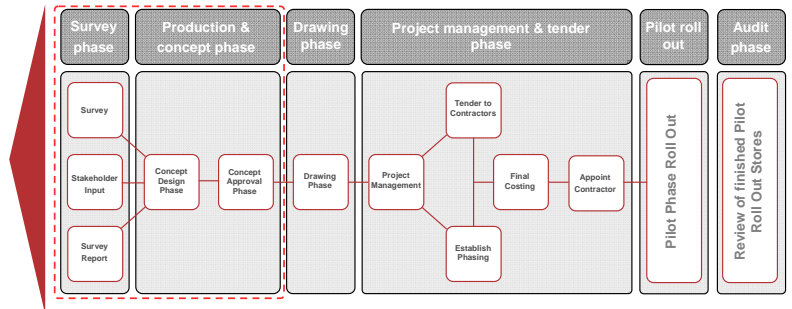
After conducting a LCRP many of our customers request ProWorkz to assist them in other areas of their business including:

- Project management for retail and franchise build and fit out
- Design development, contractor sourcing and construction management
- Implementation of a retail process management improvement program

Start with a survey?

ProWorkz can conduct a short survey and review your stores in order to identify design inconsistencies and propose solutions achievable in four weeks or less. Chosen stores will be surveyed and the parameters of the additions/ modifications will be established by ProWorkz and agreed with you. The parameters established could even be scalable to suit different stores and locations. The scope of work for the whole process in its entirety is organised into four core activities:

- Gather requirements/ specifications, site survey review and reporting
- Production of concept presentation
- Production of detailed drawing packs
- Project management of low cost enhancement roll-out
- Pilot roll-out and audit phase



Design consultants will perform the interviews and site visit reviews at your premises and will process and develop information off-site in order not to interrupt your day-to-day activity and to keep project expenses as low as possible. The primary deliverables at the end of the survey phase are:

- Retail outlet assessment report: report providing insights into the stores current state, design inconsistencies and proposed mitigating actions enabling your company to compare its current state with its potential desired performance.
- Presentation of key findings to senior managers: the results of the assessment will be presented to the senior management team which will include identified quick wins, recommendations and cost estimations for future roll out and planned design enhancements.

About us

ProWorkz Design & Implementation, a division of the Workz Group, supports network operators achieve the highest standards in their design and project management needs. Operating in Africa and the Middle East since 1998, we are a trusted and reliable partner, having worked with over 70% of the networks in the region. ProWorkz D&I has provided services to companies active in the telecom, retail, hospitality, corporate offices and exhibitions sector.



Want to know more?

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