

# Sports Retailer Makes Faster Merchandising Changes with AccuStore



## THE CHALLENGE

A prominent 220-store sporting goods chain was relying on outdated information to make merchandising and marketing decisions. It took months to roll out a new strategy. They wanted to better understand their stores in regards to space planning, product allocation and brand messaging execution.

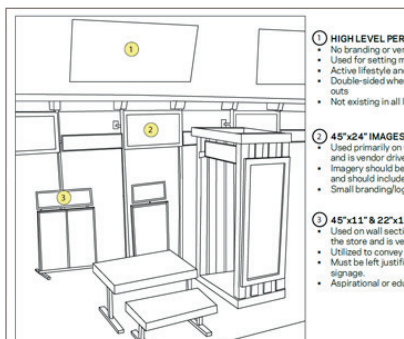
## THE SOLUTION

AccuStore conducted a thorough site survey of all 220 stores and compiled an accurate set of store profile data. The information was then stored on the AccuStore cloud platform for easy access, reporting and maintainability.



## THE RESULTS

### Space Planning Maximized



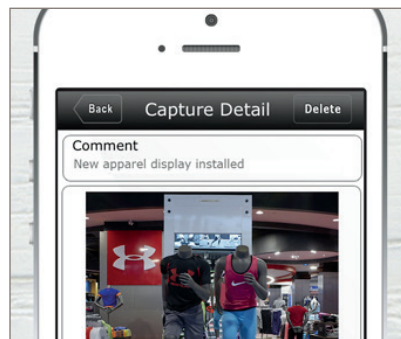
Merchandising uses insight to adjust space planning by store to drive sales.

### Overage Eliminated



It's now easy to see and order exactly what each store needs and nothing more.

### Execution Improved



Store-specific marketing & installation guides eliminate store confusion.