

Case Study

StoreSpace® – Optimising Asda's Retail Floor Planning Process

Services Employed:

StoreSpace®
Surveys
Retail Space Planning

Location:

National



Asda draws on C A Design Services retail floor planning expertise

UK grocery retailer Asda originally approached C A Design Services (CADS) to draw on our retail floor planning expertise and knowledge of how to manage and optimise the process of updating store floor plans in AutoCAD.

This was part of the Asda's on-going project to reduce waste within perishable food categories at a store specific level.

Understanding and Optimising Selling Space Efficiently

Asda wanted to understand how their selling space was being used and how they could create and optimising their store plans efficiently. They knew this was critical to their future success and their wish to remain the UK's lowest priced supermarket.

Following on from an initial period working on perishable lines, Asda has rolled out [StoreSpace®](#), our intuitive floor planning software, to optimise the retail space planning process across their entire estate. StoreSpace® has enabled every store, every fixture and every shelf to be linked from an AutoCAD plan to a central database which is held securely

Creating a fully populated single system for store planning

Subsequently, ASDA has made full use of C A Design Services' varied offering to put in place a fully populated, single system for store planning. This includes surveys, [StoreView®](#) virtual tours, store plan updates and further software development, training and support.

Creating a user-friendly alternative to excel spreadsheets for floor planning

Following a basic demonstration of StoreSpace® in line with the project brief, Asda and CADS worked together to develop a comprehensive store planning process.

We replaced the use of Excel spreadsheets with a web-based database storing information on Asda's retail estate and linking directly to their AutoCAD store plans. It was also essential that StoreSpace provided an intuitive and easy to use platform for staff accustomed to using Excel spreadsheets for floor planning.

Fast estate wide changes to floor plans

Asda also wanted to be able to make large cross-estate changes to floor plans without the time-consuming process of opening and altering every individual AutoCAD plan.

Productive and easy to use

As a retail planning specialist, we really understood Asda's usability requirements and were pleased to incorporate productivity and ease of use key metrics for review during the development process, and since the StoreSpace® planning system went live at Asda.

Co-ordinated Work Flows

Today there are over 550 stores in the system. Live stores can be copied into proposals so that future changes and interventions can be planned for a specific date. On that date StoreSpace® sends a reminder to the planner to confirm whether the live plan requires updating or replacing.

Two planners trying to work on the same store get automated warnings from StoreSpace® helping to co-ordinate in-store work. ASDA staff are self-sufficient users of the StoreSpaceOnline administration tools. The in-house planners can manage fixtures, area, department and categories, as well as the rules that govern how a store is planned.



Estate-wide cluster reporting

StoreSpace provides a rich cross-estate online reporting platform, clustering stores based on a variety of rule sets including category adjacencies and opposites. In addition, individual stores can be thematically coloured at bay level within the AutoCAD environment. A range of Quality Assurance tools are also available to improve plan quality and highlighting opportunities for improvement or compromise.

In summary, StoreSpace® has become an integral part of the ASDA store planning and space optimisation process.

What the client said

"ASDA has been on a retail planning journey with CADS for several years now. We have worked in partnership to create a dynamic and interactive store planning and space integrity system. Creating a level of space accuracy within ASDA that has never been greater.

Our data is sustained at a level of 98% complete and we are now beginning to reap the rewards financially of utilising accurate space data. Both our Trading and Retail customers are now being able to use the information to drive competitive advantage and to see real benefits to their P and L's."

Andy Goodison
Space Integrity Manager, ASDA

If you'd like to discuss your Store Planning requirements, please contact Guy Moates or Pete Humm on 01493 412806 or email sales@cadesignservices.co.uk

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