CADS

Primark selects CADS' Retail Services for supply chain efficiencies

In 2019, leading fashion retailer Primark selected CADS Retail Services for a two-year project to enhance productivity and reduce costs in store planning and sales floor equipment procurement.



Architectural specs & standards portal

Primark selects CADS' Retail Services to deliver supply chain efficiencies in a two stage, two year project for their store planning and sales floor equipment procurement process.

Stage one

The first stage of the two-year project was creating 'Primark Guru' an architectural specification and standards portal. CADS' design and architectural practice Prosper developed and populated this in partnership, using the Elecosoft IconSystem portal.

Creating a unified store development environment

The second phase of the Primark Guru project to create a unified environment for the store development process. By linking the architectural specifications, equipment manual and store plans Guru enables and ensures design compliance for Primark's brand worldwide.

CADS' Retail Services improve productivity and drive cost savings

Phase two of the project was to link the Primark Guru specification's database to StoreSpace® software from CADS' sister company, StoreSpace Insights.

Comprehensive store planning capabilities

This created a comprehensive store planning solution to enable Primark's store planners to use the equipment profiles from Guru to plan their store. Primark also wanted the ability once a store was planned, to quickly and accurately run a report of all the display equipment needed for that store, down to component level detail.

Working in partnership with Prosper and Primark's Equipment and Specification Manager, Quentin Bossom, CADS Retail Store Planning Team was able to identify the best way of integrating the equipment specifications held in Guru with the StoreSpace® software. The integration process was bolstered by CADS depth of practical experience in retail planning.

Primark selects CADS' Retail Services for supply chain efficiencies

Pete Humm, Head of Retail says:

> **"As a long-standing supplier of architectural design services to Primark, we were delighted to work alongside the team to join the dots of existing data sources, resulting in the automation of the store planning and counting process."**

Joining the dots between equipment and planning

By joining the dots between the comprehensive specs and standards data with the space planning, StoreSpace® software provides a streamlined and rigorous equipment call-off process which previously took 4 hours to manually count. The process also means that the team does not deliver excess equipment to the site, eliminating the significant cost of returns.

In-store access to floor plans and equipment profiles

Guru overcomes international language barriers and internal jargon. It does this by connecting all equipment through the universally understood store floor plan.

Store staff can use this to double-check equipment details while in-store. They can click through from the floorplan to the equipment profiles held on Guru, on a tablet or smartphone.

Model stores are the future

CADS' Retail hosted workshops with the Primark team and architects to simplify the process and fully train all parties on the system.

Primark's smart digital working continues with the goal of using StoreSpace® model store functionality to enhance the planning process. This approach will move beyond central floor equipment to incorporate the details of the architectural shell.

Commissioning CADS' multi disciplinary retail services

CADS has delivered laser scanned measured surveys and as-built retail surveys for Primark's store acquisition and refurbishment projects for over 10 years, delivering accurate 2D CAD drawings to support design and planning. Since 2019, we've expanded our partnership to include retail space planning services, helping Primark optimise store layouts and improve supply chain efficiency across their retail estate.

Through this partnership, Primark now uses four CADS Retail services – "Primark Guru" architectural specification portal by Prosper Design, CADS Retail planning expertise, CADS Surveys retail measured survey services and StoreSpace® software. This centralises design standards, automates store planning, and accurately forecasts equipment needs.

Quentin Bossom, Equipment and Specification Manager, Primark:

> **"We knew there had to be a way of linking together our equipment specifications and architectural standard details with our floor planning processes. Our internal teams working with CADS Retail team and Prosper has allowed this to happen. Now we can quickly and efficiently automatically count and report on space usage within Primark stores. This includes linear merchandising capacities at store and floor level.**
>
> **Our procurement teams can use a simple web-based reporting tool. The tool provides a component level call-off directly from our store plans via an online portal. This has saved an incredible amount of time, cost, waste and improved accuracy for us throughout the planning and loose equipment procurement process. Overall this has contributed to the creation of profitable store layouts."**

Ready to get your project started?

Call
+44 (0)1493 440444

Email
sales@cadsonline.com