CADS

Asda chooses CADS Retail store planning team to optimise their retail floor planning

UK supermarket giant Asda selected CADS Retail store planning team to optimise their retail floor planning across over 650 retail stores.



Asda draws on CADS retail floor planning expertise

Asda is one of the UK's three largest grocery retailers with over 650 retail stores. The supermarket approached CADS to leverage our expertise in optimising the retail floor planning process for updating store plans in AutoCAD. As part of their ongoing project, Asda were focusing on reducing waste from perishable food categories.

Understanding Asda's Macro Space Optimisation

Asda wanted to understand how their retail selling space was used, which led to the growth of the working relationship. They also sought ways to efficiently optimise their store macro space planning process.

StoreSpace® Rollout

CADS Retail store planning teams use StoreSpace AutoCAD-based software for retail space planning, from StoreSpace Insights, CADS' sister company. After an initial pilot, Asda implemented StoreSpace® software throughout their business and all retail stores. To optimise retail floor planning across their estate, Asda linked every store, fixture, and shelf to a central secure online database from an AutoCAD plan.

Asda gained value from our store planning support, retail store surveys, and team training. As a result, they now have a fully populated, single system for effective retail store planning.

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Asda's journey with the CADS Retail planning team

CADS Retail worked with the Asda team to establish and define a comprehensive store planning process that met their needs.

StoreSpace® retail planning software provided an intuitive, easy-to-use platform with our support. It enabled staff accustomed to using spreadsheets for floor planning to transition smoothly and efficiently.

CADS replaced Excel spreadsheets with a web-based database that stores information on Asda's retail estate. This database links directly to their AutoCAD retail store plans.

Asda also wanted the ability to make large cross-estate changes to floor plans without the time-consuming process of opening and altering every individual AutoCAD plan. StoreSpace® retail planning software now uses batch processes to implement these changes.

As a macro space planning specialist, we understood Asda's usability requirements. We incorporated productivity and ease-of-use metrics to help Asda's team provide feedback and improve their use of the StoreSpace® retail store planning system.

StoreSpace® delivers Asda co-ordinated work flows

With StoreSpace®, Asda's existing live stores can be copied into proposals so that future changes and interventions can be easily planned for a specific date. The StoreSpace® system issues reminders to confirm whether the live plan requires updating or replacing.

In addition, two retail planners working on the same retail store plan receive automated warnings from StoreSpace®. This helps coordinate in-store work and prevents duplication.

Asda's store planning team have become independent administrators of the StoreSpace® online administration tools. Their in-house retail planners can manage fixtures, areas, departments and categories, as well as the rules that govern store planning.

Asda benefit from estate-wide cluster reporting

StoreSpace® retail planning software provides a rich cross-estate online reporting platform – clustering stores based on a variety of rules including category adjacencies and opposites.

In addition, to aid the retail planning process, individual stores can be thematically coloured at bay level within the AutoCAD environment. Quality Assurance tools help improve plan quality by highlighting opportunities for compromise or development.

CADS Retail planning team alongside StoreSpace® retail space planning software have become an integral part of the Asda store planning and space optimisation process. This drives increased customer experience and profitability across their 650 stores.

Space Integrity Manager, Asda:

> **"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 teams are now being able to use the information to drive competitive advantage and to see real benefits to their P and L's."**



Ready to get your project started?

Call
+44 (0)1493 440444

Email
sales@cadsonline.com