

Store Operations Improvements and Organizational Alignment

Assessment of existing store operations, warehousing and merchandising activities and creation of new standard operating procedures, as well as aligning the organization to support continued growth



The Client

A \$4M retail organization operated by the U.S. federal government consisting of two gift shops, multiple warehouses, and merchandising functions.

The Challenge

Since its inception, the organization had grown in sales volume, but had not kept pace with updating and documenting the business processes required to support operations. Leadership was also unsure if existing roles, organizational structure, and training were best suited to the business' needs.

Furthermore, the organization was not taking full advantage of functionality built into their existing retail systems. They wished to incorporate leading retail business practices into their operations and fully leverage their retail systems.

The Parker Avery Solution

Leveraging Parker Avery's retail store operations business process landscape, the project team thoroughly assessed the client's existing environment (people, process, and technology), outlined and prioritized specific recommendations for improvement and updated the client's standard operating procedures (SOPs).

Additionally, the team recommended a new organizational structure with detailed responsibilities for each role to most appropriately support the business.

Key project activities included:

- Reviewed and assessed "as-is" business processes
- Developed and prioritized improvement recommendations
- Updated / created SOPs
- Developed organizational structure recommendations
- Developed high-level training recommendations

The Result

The client now has nineteen comprehensive SOPs that reflect their business processes and include several of Parker Avery's "quick hit" recommendations. The client is moving forward with implementing additional recommendations for inventory management, merchandising, training, and the new organizational structure, as well as incorporating more comprehensive staff training and reporting capabilities.