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Project Quality is Key to a Successful Store Remodel

BRANDPOINT IS OFTEN asked to complete refresh projects in a short time, while keeping stores open and operating. Our goal, of course, is to cause as little disruption as possible, which is challenging enough without snafus that can occur if you are not properly prepared for a project and/or rollout.

To help ensure a successful project, without disrupting normal store operations we suggest:

STANDARD OPERATING PROCEDURE (SOP) CHECKLIST

- This is to capture all of the Refresh/Remodel SOPs in a Done/Not Done format. This allows for the project manager to follow a consistent process for each project and to make sure no steps are missed in preparing and executing the project.

RISK ANALYSIS WORKSHEET

- This is a worksheet that the project manager and the jobsite supervisor prepares two weeks prior to the start of each refresh/remodel. In simplest terms, it's a list of everything that could possibly go wrong during the course of the project, what the team is doing to prevent it, and

what the response would be should you not be able to prevent it.

PRE-CON CHECKLIST

- This is a checklist for the jobsite supervisor prior to the job starting. The jobsite supervisor is to meet with the store manager or client representative and review the scope, daily expectations, location of dumpster and crew parking, safety concerns, hours of store operation, and to check and document the existing conditions of miscellaneous fixture/lights, etc., before work starts.

VISUAL SCOPES OF WORK FOR OUR CREWS

- We have found the old adage is true: "A picture is worth a thousand words." Whenever possible, use pictures with arrows and callouts when a project is too

small to include onsite supervision. Prep the crews prior to arrival for everything they will see onsite and, of course, a clear written scope supports the visual tools.

OVERCOMMUNICATE

- The most important thing clients ask for is information. Not every project goes perfectly, even when executing the above steps, but clients truly appreciate being completely "in the know" and never want to hear a surprise from someone else on their corporate team.

DETAILED DAILY REPORTING

- Consider a report to send the customer every day with any update on the progress of the job along with progress pictures. If the job is at night, then it will be sent first thing in the morning. This gives the customer, who is usually not onsite, a true depiction of what is happening with the project.

MEASURING SUCCESS AND RESULTS

- We have found that when you hold to the discipline of executing the process as outlined above, you minimize the risk of a "hitch" in the project or program, and even if a hiccup occurs, you can quickly adjust on the fly to get right back on schedule.

Have a third-party quality assurance company call every location to inquire about the store's experience with the supplier; ask them to rate their experience on a scale of one to 10. The result is to ensure the customer experience is always improving. ●

Steve Hearon is the President of Brandpoint Services, Inc. Learn more at www.brandpointservices.com.

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