

CASE STUDY ON RETAIL DESIGN & DRAFTING SERVICES



The Customer

A \$600 million company that provides IT and management solutions to retail stores across the globe, approached Flatworld Solutions for design and drafting solutions that were to be tailor-made for its clients (major retail companies). Flatworld Solutions is an experienced provider of architectural services and drafting, space planning, interior design and drawing layouts of retail stores.

The Challenge

The customer had several clients and each one of them had a distinct profile. They had different guidelines for branding, communication, style and standards. Thus, different teams - one team per client - were formed at Flatworld Solutions. Each team was given proper training in terms of what the customer's clients wanted. Each team had to deliver within very short time spans - from about 12 hours to a few days. The scope of work included -

- + Interior design
- + Design and detailing of store features
- + Designing of elevations from plans and photographs
- + Space planning design
- + Designing the signages inside the stores
- + Making changes to current designs corresponding to the updated design guidelines
- + Store revamp drawings

The Solution

Training all the teams could have become a tedious task. Thus, Flatworld selected a project manager and sent him to the customer's premises for training. Upon being fully trained, the project manager returned and imparted his learnings to the other teams. The sub-teams consisting of engineers understood the requirements of the customer's clients. Initially, Flatworld started with two full-time engineers, which was later scaled-up to eight full-time trained engineers. A system was put in place, which communicated the client's feedback to the engineers. The system also recorded the amount of time spent by each engineer.

One of the sub-teams worked according to the time zone prevalent in the customer's country, while another team worked according to the Indian time zone. This ensured that Flatworld provided 24x7 support to its customer's clients. Weekly and monthly reviews, including effective reporting mechanisms ensured that support was provided in a timely and precise manner. Besides, any issues that came up, were resolved immediately.

The Results

Flatworld's team of proficient engineers executed 275 projects successfully, in accordance to the customer's requirements. The customer provided excellent feedback for the services provided by Flatworld Solutions. The quality of the deliveries went up with every consecutive service delivery. Owing to this, the customer started asking for more complex drawings and designs, which were also delivered successfully.

A graph of performance (number of man-hours) versus requirement projected over 12 months is shown below -



Contact us to outsource retail design and drafting services to Flatworld Solutions.