



Unlocking growth through **smarter retail development processes**

Diego Amadeo | Director of Program Management



corbis

In today's competitive retail landscape, successful expansion hinges on more than just finding the right locations. This article explores the critical role of a well-defined and optimized development process in achieving retail growth objectives. We'll delve into the often-overlooked factors that impact project success, from underestimated costs to the importance of challenging traditional approaches. Discover how a strategic, data-driven approach to development can lead to faster time-to-market, reduced costs, and ultimately, increased profitability for your retail brand.

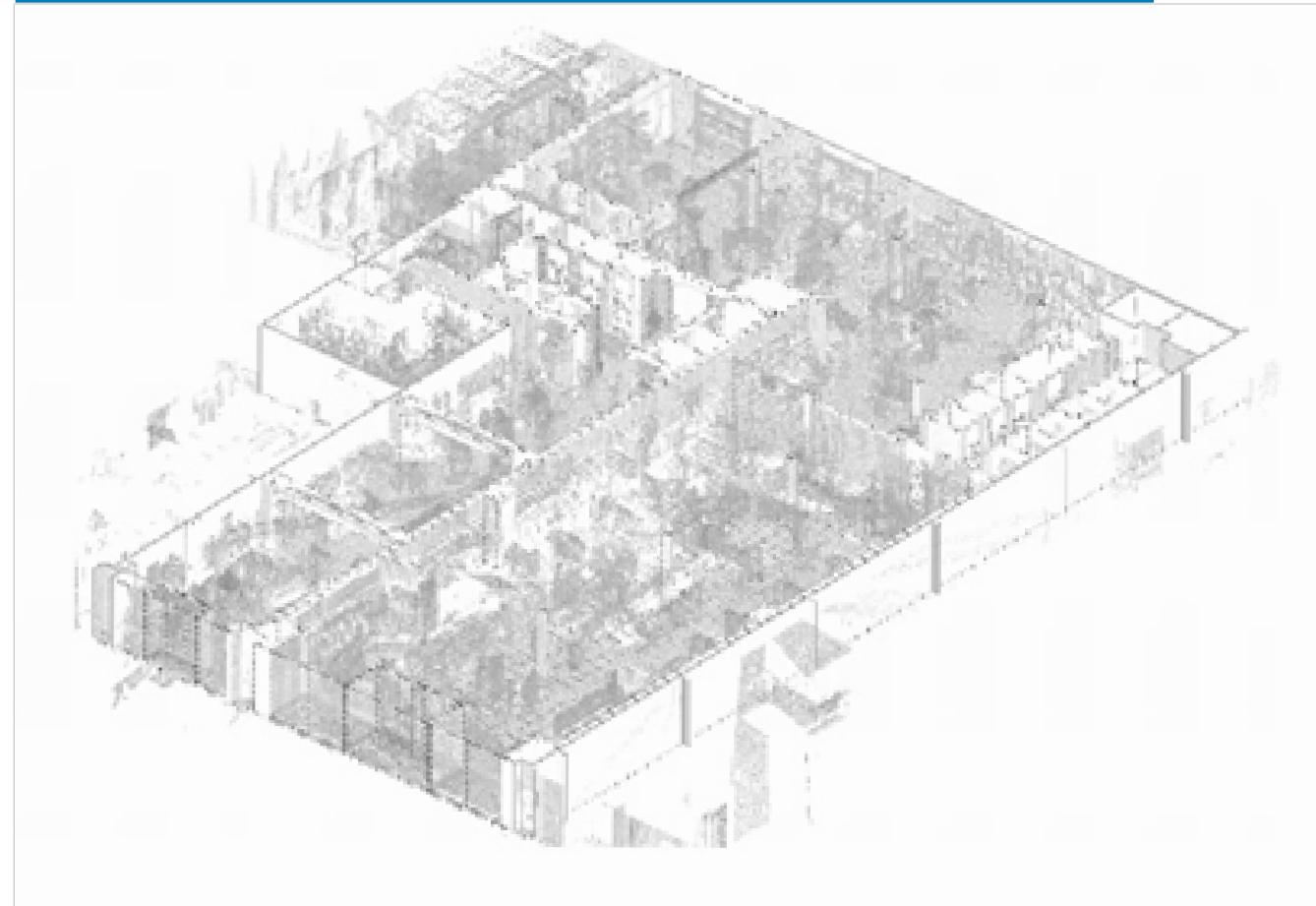


* AI-generated image

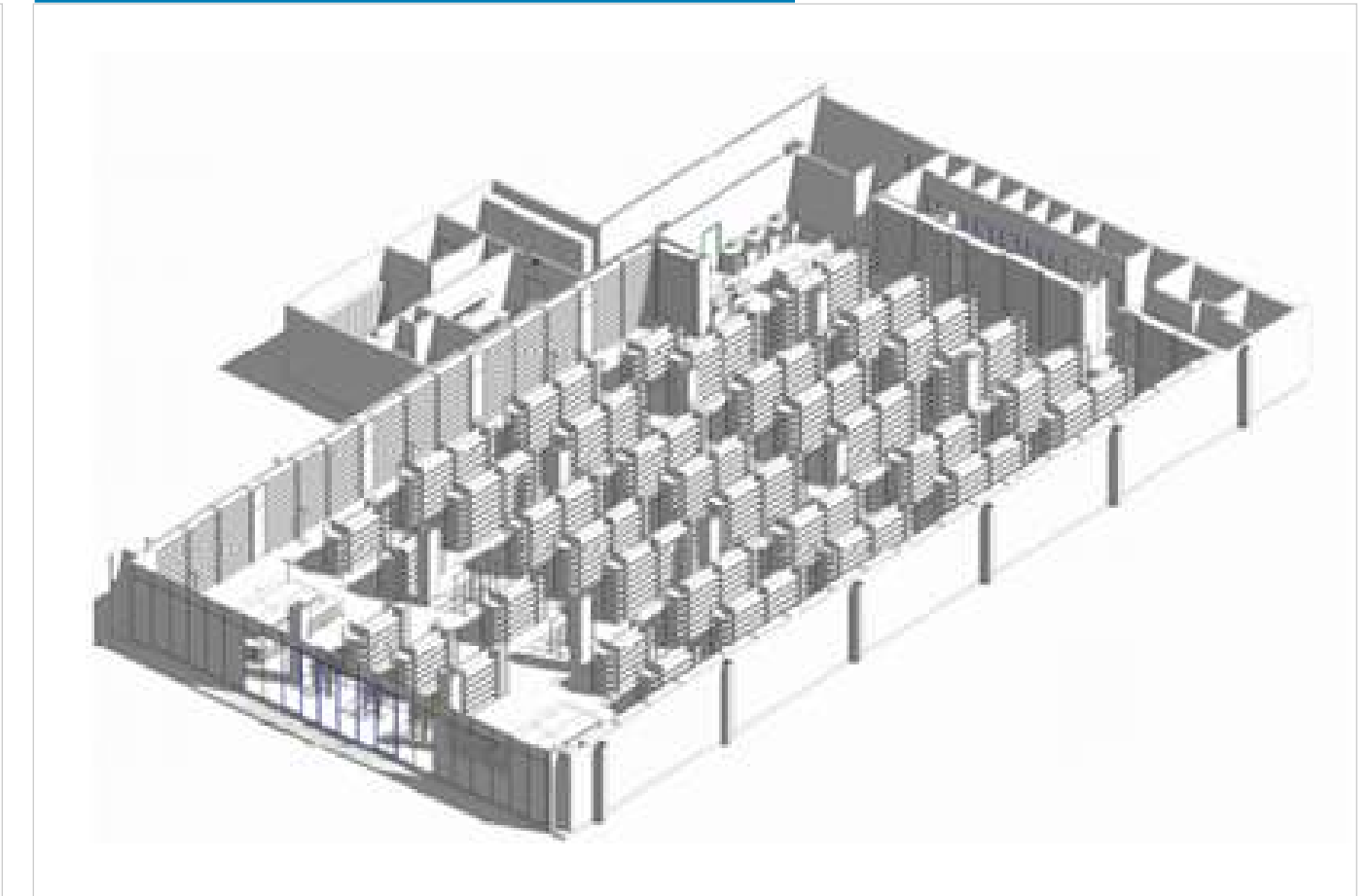
Global retail sales were projected to amount to around 32.8 trillion U.S. dollars by 2026, according to Statista¹. In this quite optimistic scenario, every retail brand should focus on the growth and renovation program for the following period/year, taking into account the incremental sales generated by new units plus the incremental sales generated by renovated stores that incorporate the latest definitions of the brand and refresh and unify the portfolio's message to customers.

The translation of the plan to the development team (RE+Construction) results in a program that includes the selection of new promising sites and the selection of existing stores to be renovated, to simplify a longer explanation.

Laser Scan & As-built model



CD BIM Model



For one of our clients, we provided Reality Capture during the site survey, enhancing the speed and accuracy of the test fit and improving the quality of the Design Development and Construction Documents.

¹ Source: World: retail sales 2021-2026, Statista.

The hidden costs of retail expansion

For planning purposes, retailers often assume that statistics of investments in different types of stores from previous years are enough sources to build a reasonable plan. But how often do we challenge the status quo to ensure we have the best process in place?

We tend to think that the total investment in a new store is just the construction cost, plus FF&E and other related expenses such as permits. Is that true? After more than 20 years of dealing with development programs with various brands in several markets between the U.S. and Latin America, I've confirmed that it's much more than that.

Typically, at the construction management level, the biggest concern is the opening date of each store, which makes sense because once the store opens, there are commitments to sales in that location starting on a specific date. But other factors come into play, such as lease payments, hiring and training people, and sourcing products to run that store, which have a critical impact on the planned results.

Additionally, we could work on a value engineering process to reduce the total investment. However, that is only a small part of the big picture of how the whole plan is designed and developed.

The total investment in a new store is more than just building, adding FF&E and expenses.

Have you wondered how much processes affect the outcome of our current and future programs? The answer is directly proportional to how much the brand thinks about the development process. Usually, the primary concern of any brand is the operational processes, the ones that bring sales, so the development process stands on a lower level of consideration. This oversight can have a detrimental impact on overall profitability and long-term growth.

The development process often stands on a lower level of consideration. This oversight can have a detrimental impact on overall profitability and long-term growth.

Challenging the development process

Getting new stores open on time, on budget, and with the expected quality starts with site selection and ends with the opening date. It's a complex orchestration of people and processes.

In this scenario, companies often hire experienced development teams that understand how retail development programs operate. This practice is logical. However, it is essential to challenge existing standards to ensure we seize opportunities for improvement.

It is essential to challenge existing standards to ensure we seize opportunities for improvement. An optimized process results in lower investment and faster time to market, which means more growth opportunities for brands.

Ultimately, successful retail development requires a holistic approach that considers all stages of the program, from site selection to grand opening. An optimized process results in lower investment and faster time to market, which means more growth opportunities for brands. That should be the aspiration of the executive team and the contribution of the development team.

At Corbis, with our comprehensive Program Management approach, we support brands like yours throughout their entire programs, and we help you find and optimize those opportunities related to people, processes, and technology and turn them into the new standard for your development process.



About the author

Diego Amadeo
Director of Program Management

With over 25 years of experience and a track record as a Program Manager delivering turn-key stores for global retail and quick-service restaurant brands, Diego joined Corbis in 2022 as Director of Program Management. Diego is responsible for understanding our clients' needs and devising a strategy that meets the schedule and budget constraints and delivers the branded concepts in each location. Articulating our vast network of resources, Diego and his team will find the solution and path forward for you.



About Corbis

We are **Project Delivery Specialists**. Since 2002, our goal has been to remove obstacles for frictionless project delivery. On every project, at every level, we see the big picture - a vision that is clear, realistic and detailed - with a plan forward and a backup plan in our pocket.

- **Construction Management**
- **Program Management**
- **Architectural Production**



Visit corbisstudio.com to learn more

