

Kmart

Case Study

Kmart Australia are one of Australia's most successful retailers, operating in over 200 large format discount department stores across Australia and New Zealand.



Overview

Sigma were chosen as partners to help drive their 2018 new womenswear & activewear rollout across their estate. Maintaining leadership in a such a competitive market requires a constant reinvention of product, format and merchandising.

With their proven blueprint landed in every store, Kmart are now delivering department transformations to ensure they continue as market leaders.

Sigma are experts at transforming commercial space; our role is to optimise projects from concept to completion.

Client: Kmart

Worked with since: 2015

Projects delivered: Alongside this womenswear & activewear rollout, Sigma opened and ran a dedicated Equipment Centre that serviced 200 stores across Australia and New Zealand from 2014 -2020

Teams: Sigma Consolidation (AU)

Project location: Australia & New Zealand



Our Work

For Kmart's Womenswear & Activewear rollout project we provided support through:

- Equipment take-off and forecasting
- Cost and fulfilment modelling
- Equipment Consolidation
- Transport & Shipping Management

Tight timeframes and activity windows provided a complex challenge, with stakeholders working at pace across Australia, New Zealand & China

"The scale and pace of this challenging project required a constant focus on cross-functional engagement to ensure successful completion."

Gary Wood, Director - Sigma Australia

Project Performance:

- ✓ 174 Concept plans received
- ✓ 7 Million parts taken-off
- ✓ 8 Million parts re-used
- ✓ 950,000 parts ordered
- ✓ 130 containers received
- ✓ 6,400 pallets created for despatch
- ✓ 650 freight movements actioned