

# Sainsbury's Case Study

Sainsbury's redevelopment of the iconic former battery factory site in Selly Oak, Birmingham, was one of their largest and most strategically important store development projects in recent years. The newly built store hosted several experimental trial formats over a range of different categories. As a highly trusted national installation provider to Sainsbury's, Sigma were appointed to complete the installation work across multiple categories.



## Overview

This was one of Sainsbury's most high profile store openings for many years and had been 10 years in the planning.

It was to become a pilot for Sainsbury's new experimental format, featuring elements of a hybrid supermarket and department store. The overall project involved a culmination of numerous new store concepts and trials, all being brought together in one place for the first time.

As the chosen provider, Sigma were tasked with installing many of the new store concepts, within a 4 week period, to include:

**Client:** Sainsbury's

**Worked with since:** 2015

**Projects delivered:** Turnkey Projects and Fixture supply including new store fit-outs, new concessions and orchestrating key suppliers across the UK & Ireland

**Teams:** Fixtures, Construction, Shop Fitting, M&E

**Project location:** Selly Oak



As the chosen provider, Sigma were tasked with installing many of the new store concepts, within a 4 week period, to include:

- New Wellness hub to position Sainsbury's as a comprehensive health food retailer
- New concept Habitat concession, fully integrated into the main store environment with display room settings
- Revamped fragrance & beauty sections, highlighting new premium brand displays as part of a wider Beauty Big Bets trial
- New seasonal display framework, designed to enable rapid changeover of high impact season-specific displays
- New concept toy store
- New formats for bakery, produce & BWS categories
- New Petrol Filling Station gondola installation

"Sigma's support through Tony, Jess and the rest of the Sigma team was integral to Selly Oak landing in such a well received way – the store was fantastic on opening day."

**Adam Petford, Project Manager – Sainsbury's**



## How we added value

- ✓ **Project Management:**  
Close collaboration with the Sainsbury's project management team to agree a clear project plan.
- ✓ **Equipment Call-off**  
Full management of equipment call-offs of relevant categories, with full client visibility.
- ✓ **Buffer stock management**  
Additional back-up stocks retained for any critical equipment to eliminate risk.
- ✓ **Supplier orchestration for delivery phasing**  
Co-ordinating multiple suppliers to ensure equipment availability in line with the project plan.
- ✓ **Phased equipment installation**  
Phasing closely co-ordinated with the installation teams to reduce costs and minimise disruption.
- ✓ **Accommodating daily plan changes**  
The nature of the project involved multiple untested concepts within a single project.
- ✓ **Rapid equipment call-off**  
Sigma co-ordinated all short notice changes to suppliers and ensured seamless supply.