

SUPERDRUG

SITUATION

Superdrug needed to appoint a Regional Project Manager for the refurbishment of stores as part of the national rebranding exercise to create the new corporate identity.

SABIAN'S INVOLVEMENT

Superdrug was founded in 1966 and has grown to become one of the UK's leading health & beauty retailers, with 700+ stores nationwide. In 1995 the company began a rebranding programme which saw it leave behind its discount heritage and move upmarket, with a new corporate identity – under the banner “the real beauty is the price” – and new larger stores in prime retail locations.

The team managed the multi-site refurbishment of retail outlets to meet the business requirements and new corporate identity responsible for delivery, planning, monitoring, control, implementation and closeout of each project. This included budget and full financial responsibility from start through to completion. Design review, specifications, schedules of work and value engineering to achieve the best solutions for the business were all provided. They also managed the liaising with all relevant third parties, business staff and the general public. Attendance at meetings and production of project management reports as required was successfully completed.

TECHNICAL UNDERSTANDING & EXPERIENCE

Project management plans, communication plans, tender analysis, stakeholder analysis and management, business case interpretation, estimating, cost analysis and quantitative risk analysis were all successfully completed. The project also included the strip out and preparation of existing retail units within shopping centres and high street locations in addition to internal fit-out of units to meet corporate identity of Superdrug. Liaising with third parties and working within set procedures, budgets and timescales to achieve desired outputs was also part of the remit. All units successfully opened on time and within budget.

PROJECT VALUES

£100k - £500k (multi sites)– although where projects were carried out concurrently financial responsibility increased respectively.

PROJECT DURATION

1 year

FORM OF CONTRACT

JCT Intermediate

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