

We are a small team with over 20 years of project experience supporting retail store design, construction, merchandising, and maintenance programs.

We provide consulting services that leverage our web applications to deliver flexible and cost effective solutions at scale. Our unique approach is based on years of successful work with a pharmacy chain and a regional bank with over 10,000 and 1,000 locations respectively.

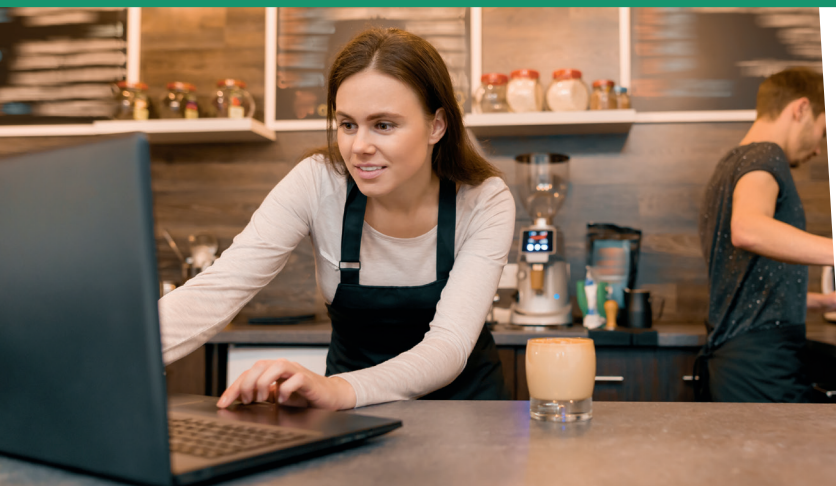
Retail Standards empower teams



A web platform to improve project coordination and performance.

- Mobile-friendly, searchable knowledgebase for project teams and stores
- “One stop shop” for all of the specifications and documentation from suppliers
- Simplify workflows and communication between internal teams and external partners

Retail Helpdesk unlocks productivity



A unique approach to streamline existing supplier support services.

- Add our “front door” layer to consolidate your complex roster of service providers
- Make it easier for stores to focus on performance
- Integration with Standards for “self help” info
- Complexities of escalations and approvals are masked but all activity is tracked and reportable



Ask about our 20 years of experience...



Regional Bank with 1,000+ locations

Supporting merchandising, signage, and construction since 2004

- Early adopter of Standards approach with signage, marketing, and branch design
- Implemented Helpdesk for branches in 2006, and still staffing it today
- Over 600,000 survey, progress, and completion photos and counting

SPECS Discount

If you talk with us and express interest by providing your contact information during SPECS, your company will be eligible for a discount on any initial 12-month project engagement. This offer is only good for 60 days following the show, so Get Started!

www.basicsgroup.com/SPECS



Retail Chain with 10,000+ locations

Partnering with store design, A&E, and other teams since 2006

- Started by supporting new prototype store programs and elements
- Expanded to comprehensive Standards approach with custom solutions for workflows and business challenges
- Introduced Helpdesk for stores in 2020 to streamline part ordering and support for 30+ merchandising suppliers

Get Started Now!



Our solutions are ready to go but typically, starting this type of project will take multiple conversations. Both parties need to feel confident that there are minimal risks and it will be a good fit for us to work together.

The next step is simple – we can schedule a followup call and provide a demo to answer any questions you might have. We can be flexible, and our solutions are easy to set up quickly and try as a live test or pilot phase.

basicsgroup

Kristen Kreuzkamp
Vice President

kristen@basicsgroup.com
(401) 824-6897

www.basicsgroup.com

basicsgroup

Dwight McMillan
President

dwight@basicsgroup.com
(401) 374-0161

www.basicsgroup.com