

RACKMAN

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CASE STUDY

Red Dot Stores / Star Retail Group

Rackman Australia partnered with **Star Retail Group**, the parent company of renowned West Australian brands, including **Red Dot Stores**, to orchestrate a seamless transition to a modern warehouse marked by efficiency and cost-effectiveness. **Rackman Australia's** selection, following a competitive tender process, was attributed to their competitive pricing, on-time guarantee, and local accessibility. This collaboration yielded remarkable results, with substantial cost savings, heightened productivity, and an optimised warehouse operation featuring key elements such as pallet racking, double deep runners, and custom pick bay cages. **Rackman Australia's** pivotal role in driving operational efficiency and cost savings in facilitating a successful warehouse relocation for **Star Retail Group** stands as a testament to their expertise and effectiveness.



"Rackman Australia provided timely and effective service and delivered to agreed timelines. All dealings were open and honest and they were willing to work with changes as required."

-Stephen Overing, General Manager Commercial, Red Dot Stores



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"I would recommend Rackman Australia; it was a pleasure doing business with a like-minded business"

**-Stephen Overing,
General Manager
Commercial, Red Dot
Stores**

Star Retail Group, a retail powerhouse with over 75 outlets across Western Australia, trusted **Rackman Australia**. Their decision was grounded in **Rackman's** transparent communication and track record of delivering projects to the highest standards.

The challenge was formidable: relocating **Star Retail Group** from its existing warehouse to a new one with a revised layout and design. Managing over 6,000 pallets and sustaining daily operations for 45 stores required meticulous planning and execution.

Rackman Australia introduced transformative enhancements to the warehouse design, ensuring a smooth exit from the old warehouse and a rapid transition to the new one. A gradual handover process allowed for early rack utilisation while progressing construction across the warehouse floor.

Rackman Australia also managed to outsource old fixture removal, further expediting the transition.

The outcome was nothing short of remarkable. The collaboration led to substantial cost savings, heightened productivity, and the establishment of an efficient warehouse operation, with key elements such as pallet racking, double deep runners for expanded storage capacity, and custom pick bay cages playing pivotal roles.

This underscores **Rackman Australia's** pivotal contribution to enhancing operational efficiency and reducing costs, ultimately enabling a seamless warehouse relocation for **Star Retail Group**. It exemplifies **Rackman's** expertise and unwavering dedication to delivering exceptional results within the retail industry.



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