

## SUMMARY

**Objective:** To assist PEP&CO with the complete store rollout, including the supply and deployment of POS hardware, network infrastructure and IT equipment across 50 new stores over a tight ten-week period.

**Deliverables:** Barron McCann was able to provide an extensive implementation and services delivery portfolio including procurement, hanging, build/configuration and deployment, as well as on-going support (break-fix maintenance) for POS and IT equipment across the board.

**Outcome:** After a successful rollout, PEP&CO has been able to apply the experience gained from working with Barron McCann to future projects.



## BACKGROUND

PEP&CO was the first strategic investment made by Pepkor UK, a venture established in 2014 by former Asda CEO Andy Bond and ex-Bain & Company consultant Mark Elliott. PEP&CO's support centre is based in Watford, Hertfordshire and oversaw the opening of 50 town centre fashion stores for mums and kids during summer 2015, selling great family fashion at simple discount prices. The PEP&CO brand focuses on providing budget conscious family fashion and homewares on the high street, with their slogan 'spend a little, get a lot'.

## THE CHALLENGE

The first PEP&CO store was scheduled for launch in Kettering, Northamptonshire in July 2015, with the final store opening some 50 working days later in Dartford. Although a steep challenge, PEP&CO firmly believed that they needed to launch such a large number of stores in as short a period as possible in order to gain critical mass, to allow stores to all launch with the same ranges, and be ready for the busy Christmas shopping period. In order to achieve this, it was essential that PEP&CO selected the right supplier for the job, as there was no room for error once the roll out programme had commenced.

“ Its rapid growth from nought to fifty in the space of a few weeks represents one of the quickest scale ‘from scratch’ retail launches ever attempted in the UK”.



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## IN SEARCH OF A SUPPLIER

With Barron McCann's solid 35-year reputation as a leading supplier to UK and European retailers including Iceland, Wickes, TK Maxx and Primark, PEP&CO initially approached the team for advice and guidance on managing their ambitious store roll out which needed to take place over a tight ten-week period.

After initial consultations, PEP&CO awarded the management of the complete rollout to Barron McCann including the supply and deployment of POS hardware, network infrastructure and IT equipment across their 50 stores. Working in close partnership with PEP&CO, the project benefitted from Barron McCann's extensive implementation and services delivery portfolio. The contract also includes all of the on-going support (break-fix maintenance) for their POS and IT equipment.

“New start up projects present a unique range of challenges, not least when the rate of deployment is so aggressive and involves the acquisition and conversion of premises. Our quality driven, scalable delivery model proved invaluable in completing this project on time and to budget. Our flexibility and ability to ultimately deliver by leveraging our in house expert knowledge and dedicated resources such as project management, logistics, warehousing and build proved to be critical for this project where many other deployment companies' outsourcing or shared resource models would have inevitably led to delays and quality issues.”

ROB GRIFFITHS  
Head of Barron McCann's Project, Infrastructure and  
Deployment Services Division (PIDS)





## SOLUTION

Barron McCann set to work examining the requirements of each store, and what technology would need to be employed in order for each to be running at full capacity on its individual launch day – a typical procedure for Barron McCann, but one that would have to be repeated multiple times, each time taking into account facilities of the building, the local infrastructure, suppliers and more.

The process enabled both parties to fully understand what would be required for this project to be completed successfully, and Barron McCann was awarded the management of the entire rollout.

Barron McCann supplied and installed all POS systems in each of the new PEP&CO stores. Barron McCann's extensive implementation and services delivery portfolio provided PEP&CO with all the resources that would be needed during and after the process, which eased pressure on both parties as any new requirements could easily be factored in.

The ability for Barron McCann to take control of all IT systems across all stores meant the process could be streamlined, with fewer points of contact and more easily transferable roles and responsibilities.



## THE OUTCOME

All of the 50 PEP&CO stores were opened successfully, and within the 50 working day timeframe. The first store was opened in July 2015, with the last of the stores opening in September, meaning PEP&CO was more than ready for the Christmas shopping season. The success of the launch was reflected in the fact that PEP&CO served its millionth customer, less than 100 days after opening its last store.

Barron McCann will be continuing to provide PEP&CO with on-going support for its POS and IT systems, meaning the retailer will continue to benefit from Barron McCann's knowledge and professional experience.

Thanks to the positive relationship Barron McCann and PEP&CO maintained throughout the project, PEP&CO has gained a great deal of knowledge and experience that will support their UK store expansion plan.



“ I was very impressed with Barron McCann overall, but the thing which struck me the most during our record breaking rollout was the adaptability of their engineers. They had to think on their feet and adapt to a completely different situation in every store they walked into. Instructions changed on a daily basis but the engineers overcame all obstacles to get the store online. Not one store was delayed because of an IT installation, and that is a remarkable testament to Barron McCann.”

RICK DEARMAN  
Head of IT, PEP&CO

## WHY BARRON MCCANN?

- ▶ Excellence in project management, execution and reporting
- ▶ Able to provide extensive implementation and services delivery portfolio including procurement, hanging, build/configuration and deployment, as well as on-going support (break-fix maintenance) for POS and IT equipment across the board
- ▶ Solid 35-year reputation as a leading supplier to UK and European retailers
- ▶ Highly knowledgeable, dedicated and efficient PIDS (IMAC) team
- ▶ A quality driven, scalable delivery model
- ▶ Leveraging in house expert knowledge and dedicated resources such as project management, logistics, warehousing and build

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