

KSF

Global

CASE STUDY

Go Outdoors

Scaling New Heights:
Revolutionising Retail Fixtures



Case study

Introduction

Go Outdoors, a prominent retailer of outdoor goods ranging from £10 walking shoes to £900 air tents, faced a critical challenge: finding a responsive and cost-effective fixtures and fittings partner.

Amidst the backdrop of COVID and a cost-of-living crisis, Go Outdoors sought to maintain its competitive edge and brand promise, requiring a partnership that could help navigate the challenging journey of a display upgrade.

The Problem

Faced with pandemic-related and economic challenges, the retailer sought to differentiate itself in a highly competitive market while upholding its commitment to quality and value. This required an agile, professional solution.

The client needed a well-regarded retail display provider specialising in point-of-sale displays and retail fixtures.

Products installed:

- / Custom shoe racks for 80 stores
- / A future-proof design and installation



The Brief

Initially, the client engaged us to upgrade shoe racks in 10 stores, with just 3-4 weeks allocated for production and installation.

The brief emphasised the need for a retrofit design to future-proof the installations. This project necessitated close coordination with the clients' stakeholders and departments.

The Results

We proposed several design options to make better use of space, create hotspot product areas for new product/range launches, and refresh the overall look and feel of the unit to create a cleaner, more versatile display.

The production and installation process ran smoothly, thanks to our comprehensive service from start to finish, and guaranteed client satisfaction.

With extensive experience in the field of POS, we rose to the challenge, welcoming the opportunity to showcase our expertise, exceptional service, and dedication to helping our clients enhance their merchandising solutions and grow their business.

There were multiple challenges during the project, including:

- Adhering to a short lead time.
- Working within a tight budget.
- Managing constantly evolving design requirements.
- Coordinating with multiple parties.

We effectively managed the project by leveraging international manufacturing and sourcing, achieving a remarkable 45% cost saving through our production capabilities in China. This strategic approach not only met but exceeded the client's expectations in terms of quality and budget efficiency.

Recognising the quality of our work, the client expanded the scope to include 80 stores. This decision served as a testament to our ability to meet and exceed expectations in a challenging retail environment. remarkable 45% cost saving through its production capabilities in China. This strategic approach not only met but exceeded the client's expectations in terms of quality and budget efficiency.

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The racks installation site.





A cleaner, versatile display.

Project Journey Overview

Creative Proposal & Design

We dedicated a significant amount of time to developing the business relationship, understanding the client's needs, and aligning with them.

Technical Development

The project demanded a timeless, retrofit design. Our technical expertise ensured the layouts and structures met this requirement.

Volume Production & Trial

The production process involved a diverse range of materials and parts, working across borders to develop the entire rack system.

Logistics & Installation

The project's success was also due to the meticulous management of inventory and logistics, which ensured timely and efficient delivery and installation.



Why KSF Global

As this project demonstrates, we're always available for our clients, providing hands-on, proactive support at every stage. We help our clients achieve faster approvals, easier rollouts, and more effective in-store visibility by adapting to their goals and challenges.

- / Flexible and proactive: We adapt to changing costs, timelines, and logistical needs.
- / End-to-end support: From materials to market, we stay involved.

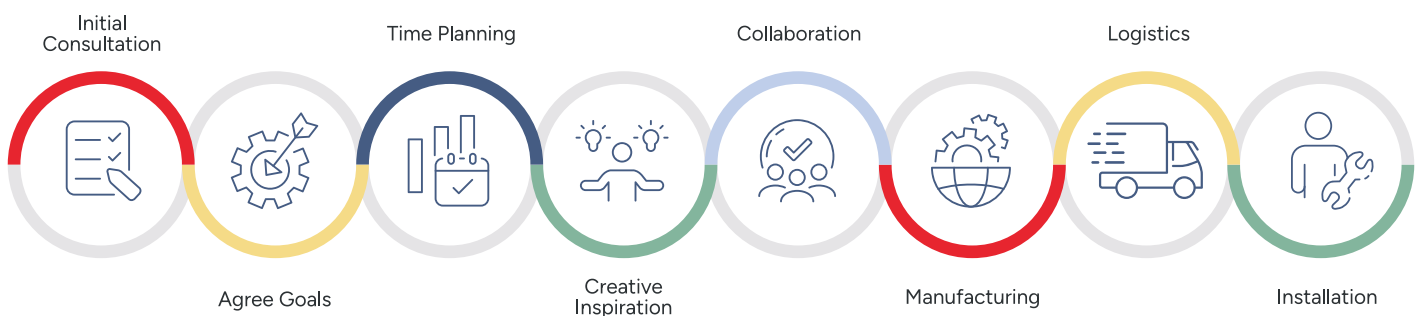


We are passionate about helping brands, retailers, and the trade create standout displays and fixtures that enhance customer experiences and drive sales. From start-ups to global names, our hands-on approach covers everything from sourcing materials and adapting manufacturing to securing retailer approvals to create happy customers.



Start Your Journey Here

Our process supports you from initial idea to final installation, providing a complete solution that ensures a seamless experience.



Find out more

Set up a meeting with our team to see more of our work and discuss your project:



UK: 0044 8450 944 699
China: 0086 592 582 5201
USA: 01 888 439 0008

sales@ksf-global.com
ksf-global.com/contact