



Ensuring Merchandising Compliance from 35,000 Feet

Case Study

Lolli and Pops

Lolli and Pops is a purveyor of sweetness whose stores are stocked to the rafters with sweets from around the world, sourced from famed producers and local artisans, and changing daily with batch size and availability.

Lolli and Pops measures the quality of its sweets not only by their origin, but by the memories they stir loose and the smiles they create, and its team in more than 35 locations across the United States are committed to sweetening their customers' day.

The Challenge



As the vice president of product at Lolli and Pops, Jessica Mennella leads the buying team, and is also responsible for much of the visual merchandising at the company's stores across the United States



Each store location has a wide selection of confectionery SKUs, and for its scooped sweets and bulk items, stores have between 150 and 360 bins



Re-assorting and setting the stores can be a difficult challenge, involving many meetings with Jessica's planning team, and often requiring a lot of travel



On a flight from Chicago to San Francisco, Jessica found herself chatting online with her planner on 10-15 problematic stores with different layouts that had been planned to roughly 80 percent, but needed to be fine-tuned and finished, facing issues like where to place dark chocolates in a store filled with sours

The Solution



The RetailNext merchandising solution allowed Jessica to observe snapshots of stores, displays, fixtures and product assortment



Despite low-bandwidth airplane Wi-Fi, Jessica was able to go in-store and see how stores were laid out, pulling up still image snapshots from the locations, taking screenshots, and emailing the images – annotated with notes - to her planner



Upon arrival, Jessica and her planner had finished the exercise, finalizing the merchandising layout in every store





“Without using RetailNext and its merchandising solution, it would have taken at least another two rounds of meetings with my planner, and it would have required getting on airplanes and visiting many of the stores, as we really need visual cues. We could do store sets blindly, but it’s very difficult to get it right. Without visual cues, it’s difficult to understand and interpret verbal descriptions; you might think you’re creating a perfect set, but it usually turns out to be a disaster.”

“Using the RetailNext platform, we were able to complete the store set working remotely, allowing us to immediately begin implementing and executing to plan, and servicing our clientele in the manner they expect.”

- Jessica Mennella

About RetailNext

Honored by Entrepreneur Magazine as the number one ranked company on its 2016 Entrepreneur 360 List, RetailNext is passionate about retailing and empowering retailers to become better retailers, growing revenues and profits while delivering a differentiated shopping experience that increases shopping retention and loyalty.

400+
customers globally

75+
countries

800+
new sites per month

200%
YOY growth

2007
year founded



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