



OPEN STORE REMODELS

## CVS—Success Story

In 2008, CVS Pharmacy acquired Long's Drug Stores in California and several other western states. CVS then began a conversion program on approximately 380 Long's stores within California. Typical locations are in-line lease spaces within large shopping renovations. Work included new millwork at photo lab and checkout, relocating gondola fixtures, painting of all sales floor walls, and arranging signage throughout the store.

### **MENEMSHA'S SOLUTION**

- Menemsha committed a 2-man project management team to train one general site supervisor and several site supervisors to have complete knowledge of the new CVS wayfinding and construction requirements to allow for a clean and effective conversion program.
- The team quickly learned the needs of CVS Store Set Up protocols to complete interior build outs and complete exterior building and site improvements when needed. Typical time on site was 4-5 weeks.

### **RESULTS**

- Menemsha assisted CVS in a seamless conversion of over 30 Long's Drug Stores. CVS reported that this conversion was one of their smoothest ones in history and it allowed CVS to introduce a new client pool to the CVS family. Menemsha soon became known as one of the expert GC's within the program.
- Menemsha's knowledge of CVS's standards allowed Menemsha to become highly sought after in the field and was called upon to assist other GC's as needed.
- Menemsha also became a valued resource for troubleshooting emergencies. They instilled confidence in the CVS project managers. In turn, this brought forth more work and the ability to work on larger scopes for CVS such as B360's, a new concept where they utilized a demised space, approximately 2,000 SF, to sell higher-end cosmetic products targeted to women between the ages of 18-45.