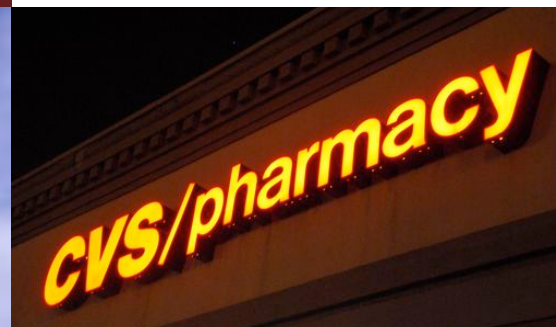


## Case Study: CVS Pharmacy – Long’s Drug Store Conversions

Division: Construction

Project Description: Open Store Remodels

Menemsha  
LOS ANGELES | BOSTON



### The Project:

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 centers. CVS used in-house design services combined with outside architects to get plans permitted for moderate interior renovations. Work included new millwork at photo lab and checkout, relocating gondola fixtures, painting of all sales floor walls, and signage throughout store.

### Menemsha 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 Wafinding and Construction requirements to allow for a clean and effective conversion program.
- The team quickly learned the needs of CVS Store Set Up to complete interior build outs and complete exterior building and site improvements when needed.
- Typical time on site was 4 – 5 weeks.

### The Result:

- Menemsha assisted CVS in a seamless conversion of over 30 Long’s Drug Stores. CVS reported that this conversion was one of their smoothest 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 the “go-to guys” in the field and was called upon to assist other GC’s as needed.
- Menemsha also became a valued resource for trouble shooting and emergencies which instilled confidence in the CVS project managers which brought forth more work and the ability to work on larger scopes for CVS such as B360’s which was a new concept for CVS in 2009. This concept is new to CVS in which they utilized a demised space, approximately 2,000 SF to sell higher end cosmetic products targeted to women between the ages of 18-45.