

Case Study: Charming Charlie's
Division: IPD (Survey, CD's, Construction)
Program Description: TI Rollout

Menemsha
LOS ANGELES | BOSTON



The Project:

Charming Charlie's is in the middle of a fast paced roll-out with the plan to open 60+ stores in 2010 and 70+ stores in 2011. These projects typically range from 8,000 to 13,000 square feet and the space is typically a large end cap at a mall.

Menemsha Solution:

- Menemsha has been aggressively surveying sites since May to assist the client in providing accurate information related to the space back to the architect, engineers and GC's working in the program.
- During the survey process, Menemsha focused on white box budgets to help the client negotiate with the landlords on the condition of space.
- Menemsha is actively working on the design, construction drawings, and permitting for 5 sites. Menemsha has completed construction on 2 stores with another 4 currently under construction.
- They have assisted the client in streamlining their processes and provided detailed weekly updates to assist the client's busy PM's in managing their work load and resolving issues on site in a timely manner.

Result:

- Menemsha has successfully built out 2 locations on time and has received praise from the client on both the quality of the work in the field as well as the superior communication provided throughout the process.
- Menemsha's survey knowledge, combined with the understanding of the stores they've gained from the construction side, allows Menemsha's architectural team to value engineer the space and reduce overall costs for the client.