



SEAMLESS EXECUTION  
**OF A NATIONWIDE  
STORE CLOSURE  
INITIATIVE**

A NEST Client Case Study



**INDUSTRY:**  
Nationwide Game Retailer



**LOCATIONS:**  
3,000+



## THE SITUATION

A national retailer faced the need to optimize its store footprint, requiring the closure of approximately 15% of its locations within a tight timeline. The company engaged NEST to oversee this complex, multi-phase project.

With store closures spanning nearly every state, including remote locations such as Hawaii and Alaska, NEST had to ensure a seamless transition while minimizing disruption and maintaining cost efficiency.



## THE SOLUTION

NEST successfully implemented a structured project management framework that prioritized communication, provider sourcing, risk mitigation, and budget control. The approach included detailed planning, early client communication, rapid response to work orders in three phases, and timely execution of all closures within four weeks.

Over 60 providers were engaged for fixture removal, signage dismantling, and trash management, with a thorough risk analysis conducted to address service gaps in remote or challenging markets. NEST utilized its network of providers to ensure nationwide coverage, especially in high-risk locations like Hawaii.

Leveraging technology tools, NEST streamlined vendor communication through mass communication tools and real-time tracking via NEST Facilitate. Regular check-ins helped keep all stakeholders aligned on progress and challenges.

Executing 800 work orders, NEST processed an average of 32 work orders per day to meet the ambitious deadline. Contingency planning was implemented for weather-related challenges, and logistical hurdles in mall locations were managed seamlessly, considering varying landlord requirements.

## THE RESULTS

Through strategic execution and a collaborative approach, NEST successfully delivered:

- The closure of nearly 400 stores across 46 states within a four-week period.
- A 6% savings on the proposed budget, delivering cost efficiencies for the client.
- Effective vendor partnerships ensured work was completed on time and in compliance with all local regulations.
- A process that was structured yet flexible enough to adapt to changing conditions, including last-minute store list adjustments and environmental challenges.

While NEST is typically engaged in helping retailers expand, this project demonstrated its ability to manage large-scale store closures with the same level of precision and efficiency. By leveraging its extensive provider network, technology-driven coordination, and meticulous project management, NEST ensured a seamless execution that supported the client's long-term strategic goals.

