

Project Scope

- 7-Eleven, Saginaw, MI store has been selected to evaluate the operational and sales impacts by replacing its peg hooks with pushers
- Tasked to analyze same-store year-over-year sales data, as well as comparing the test sales data to similar control stores.
- Gather quantitative and qualitative findings from test and control stores

Client Background



- Originated in 1927 as “first convenience store pioneer”
- Acquired Speedway U.S. from Marathon Petroleum in 2020
- Franchise expansion - large stores with 1,300 planned openings in North America by 2030



- Founded in 1970 in Germany, with operations across three continents
- Specializes in retail merchandising solutions such as pushers, displays, and fixtures
- Focus on efficiency — solutions reduce restocking time, improve product turnover, and optimize space utilization

Problem Statement

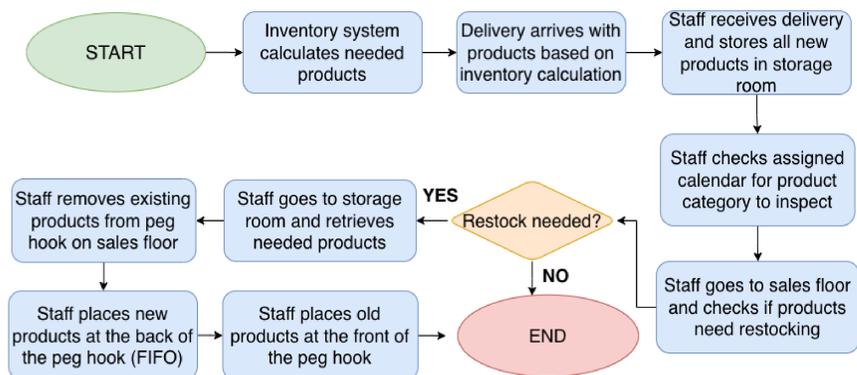
7-Eleven is evaluating a transition from traditional peg-hook displays to a pusher merchandising system and requires a comprehensive assessment of its potential impact. While year-over-year sales data are available to measure revenue effects, the operational performance of each merchandising method has not yet been formally quantified. 7-Eleven wants to determine both the sales impact of implementing the pusher system and the operational efficiency gains it may provide.

Pusher System

- A pusher is a **spring-loaded system** that automatically brings products to the front.
- Keeps items **front-faced** and organized without manual straightening.
- Increases** shelf capacity and **reduces** restocking time compared to peg hooks.



Peg Hook Restocking Process



Methodology



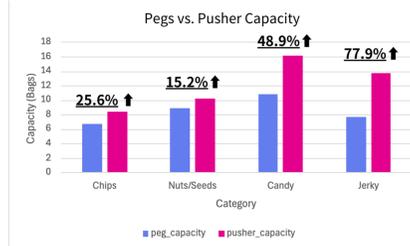
Poka-Yoke - SOP

- Standard operating procedure (SOP) creates a consistent, error-proof restocking process
- Built out a procedure for 7-Eleven to future-proof any potential issues with pushers (scan QR code)



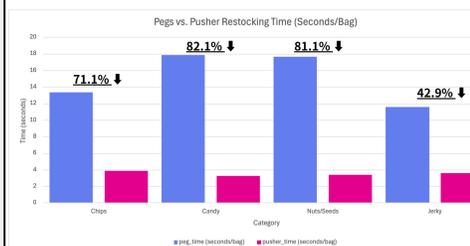
Findings

Capacity Analysis



- Capacity **increase by 41.9%** with pushers
- Fewer restocking trips
- Reduced backstock

Restocking Time Analysis



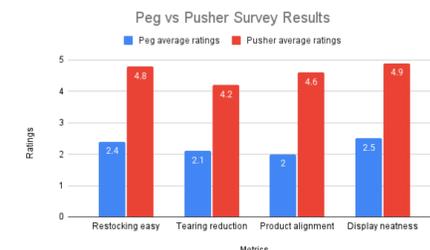
- Restocking time **decrease by 69.6%**
- Staff can focus on other key tasks, improving overall store operations.

Current vs. Future State Observations

- Improved visibility
- Price tags don't fall off
- Less damage
- First-In, First-Out (FIFO) rotation, reduced expired products
- Staff no longer need reach or kneel when restocking



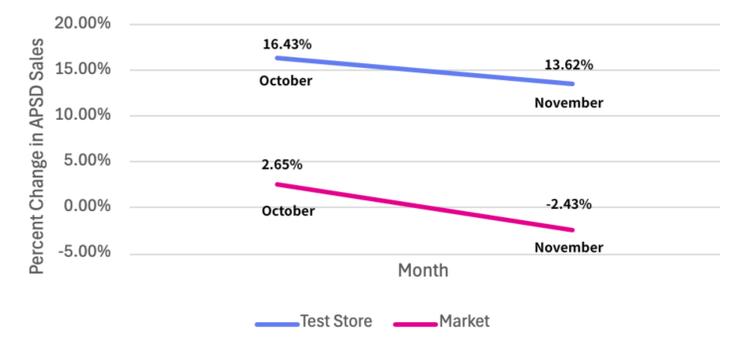
Employee Survey



- This survey is based on a scale of 1-5 (1 being strongly disagree, 5 being strongly agree).
- Staff found them easier to restock, more organized, and better at maintaining shelf presentation.

Sales Data Analysis

Test Store vs. Market Sales Percentage Change Compared to Previous Year



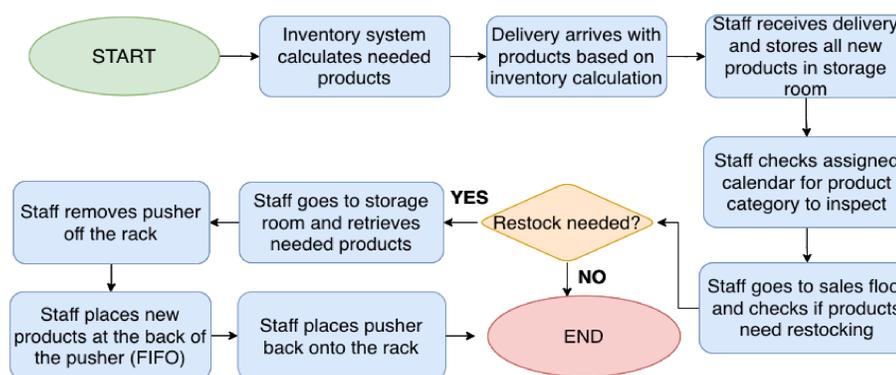
% Difference from Test Store vs Market Sales

- October: **+13.78%**
- November: **+16.05%**
 - The test store's strong sales lift over the market shows pushers are delivering meaningful, measurable growth.

Sales to PY (observed months):

- +\$23.86** /day revenue lift
- +\$60,962.3** /7 year revenue lift
- ROI for 7 years = **\$12.41 revenue lift per \$1 spent**
- Payback period: **191 days**
 - Pushers add a solid daily revenue lift, totaling over \$60k in added revenue across 7 years.
 - With high ROI and a 191-day payback, the system delivers strong long-term value.

Pusher Restocking Process



Conclusion

The pusher system delivers strong financial and operational value. It pays for itself in **less than 7 months** and generates an estimated **\$61,000 in additional revenue** over its lifespan. Operationally, it reduces restocking time by **69.6%**, freeing staff for other tasks, and increases shelf capacity by **41.9%**, improving availability and presentation. Overall, the pushers provide a solution that enhances efficiency, boosts sales, and elevates the in-store experience.

Next Steps

- Expand pushers to more stores:** Broaden the pusher to confirm results across different regions and store formats.
- Track performance over 12 months:** Collect full-year data to capture seasonal trends and validate long-term sales and operational impact.
- Refine the pusher design:** Based on staff feedback, including price tag fit, lane sizing, and spring performance.