

THE OPERATIONS PARTNER CONVENIENCE STORES RELY ON

By Butch West, Senior Director of Operations, Merchandising Services



COMPANY OVERVIEW

Since its founding in 2008 as MSLLC (now MSCO), our organization has specialized in delivering comprehensive merchandising solutions for convenience stores. Initially focused on beverage resets for a single Tennessee-based chain of 300 stores, we have expanded significantly over the years to include Center Store categories and a wide range of merchandising services. Today, we provide end-to-end solutions in over 8,000 locations that ensure stores are organized, compliant, and optimized for sales.

CORE SERVICE: CENTER STORE AND BEVERAGE RESETS

Our reset process is designed to deliver precision and efficiency. Once a project is approved, we assemble dedicated teams by region, establish schedules, and procure all necessary materials. Each team follows a structured approach:

- **Pre-Reset Communication:** We maintain clear communication with store personnel before and during the reset process, ensuring alignment and minimizing disruptions.
- **Planogram Compliance:** All sections, including doors and coolers, are set according to the store's specific planograms or category manager directives.
- **Shelf Optimization:** Shelves are adjusted for proper spacing, tilt, and height, then thoroughly cleaned.



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- **Beverage Glide Systems:** Products are placed in the correct glide systems—whether traditional plastic or Flex Roller—with adjustments made for optimal fit.

- **Product Identification:** Shelf strips and paper tags are installed to clearly identify products across beverage and Center Store sections.

- **Item Removal:** Discontinued items are sorted by vendor, placed in designated totes, and staged for pickup or store-directed sell-through.

- **Backstock Management:** Excess inventory is returned to designated areas, including coolers and storage sections.

- **Final Presentation:** All products are properly faced and fronted. Floors and cooler doors are cleaned, and all trash is removed.

- **Manager Walkthrough:** Our project manager reviews the reset with the store

manager, addressing discrepancies and confirming deleted items.

- **Survey Documentation:** A detailed Doform survey is completed, including before-and-after photos, deleted product lists, and any additional notes.

EXPANDED MERCHANDISING CAPABILITIES

Beyond beverage and Center Store resets, we offer merchandising services across multiple categories:

- **OTP/Tobacco:** Resets, rack installations, and product cut-ins.
- **Beer, Wine, and Beer Cave:** Resets, cooler builds, and rack installations.
- **Snacks and Packaged Goods:** Chips, pastries, and sweets merchandising.

MSCO's vision is to be the premier merchandising company in the US, respected for our innovative planning and execution. Our pursuit of success will be accomplished through our principles of Service Excellence, Superior Execution, Entrepreneurial Spirit, and Leadership.

We refer to these principles as "Success in Collaboration" and will be achieved together through our employees, clients, and customers.

- **Fresh Food Coolers:** Open-air and case cooler resets and installations.
- **Display Racks:** Vendor and take-home rack builds for various product lines.
- **Soft Drinks:** Rack installations for 2-liter bottles, 12-packs, and vendor-specific displays.
- **Outdoor/Pump Areas:** Sidewalk and pump display setups, including point-of-purchase (P.O.P.) materials.

INSTALLATION AND RELOCATION SERVICES FOR EXISTING AND NEW TO INDUSTRY LOCATIONS

Our expertise extends to fixture installation and relocation, including:

- Gondola shelving systems—complete tear-down and rebuild.
- Beverage cooler systems for packaged drinks and beer caves.
- Backstock shelving for coolers.
- Specialty racks for meat snacks, candy, cereal, and more.
- Peg replacement systems for product pushers.
- P.O.P. materials for coolers, racks, shelves, and windows.

COMPREHENSIVE STORE SURVEYS

We provide detailed surveys to support store planning and compliance:

- **Coolers:** Walk-in, reach-in, and open-air units, including door counts, shelf dimensions, and photos.
- **Center Store Sections:** Measurements, shelf depths, and section-specific details with visual documentation.
- **Other Areas:** Pumps, parking lots, dumpsters, backrooms, and restrooms, with photos and relevant data.

WHY CHOOSE MSCO?

We don't just reset shelves—we **reset expectations**. Our precision, efficiency, and relentless commitment to customer satisfaction make us the partner convenience stores trust to **boost sales and elevate the shopping experience**.

Ready to transform your store performance? **Let's make it happen. Contact us today. RB**

RETAIL BUSINESS REVIEW

Our mission is to empower the management of retail businesses to leverage innovations in business operations, technology, leadership, and creativity by providing thought-provoking contributions from practitioners of retail business management and our editorial team.

Retail Business Review is a print and online magazine that provides readers with a 360-degree view of the retail ecosystem. The magazine covers the entire spectrum of the retail sector, including Ecommerce, Retail Chains, Supermarkets, Hypermarkets, Department Stores, Warehouse stores, Convenience stores, and many more.

Apart from our well-recognized print and digital magazines, we publish content through our weekly newsletters and website to help the retail business to utilize their assets better and find new sources of growth. We believe that by helping the retail business achieve seamless processes through progressive and distinctive collaboration, they can only create brand distinctiveness and tackle the most significant societal issues. Additionally, we publish editions that showcase the expertise of the most innovative and the most promising companies in the industry.

Retail Business Review observes and highlights the retail solution and service providers who provide new-age, frictionless products and services that retail businesses can efficiently leverage.

Our vast and diverse readership consists of industry professionals across all retail segments, from traditional Brick and Mortar stores to the E-commerce giants and business process and consulting executives. As a trusted source, Retail Business Review provides this audience with complete knowledge of the latest products, services, and strategies revolutionizing the retail ecosystem.