

CASE STUDY:

Sniffing Out Savings & Standardizing Fixtures

RCS Innovations helped Scenthound, a dog grooming franchise, develop a corporate-managed fixture program to reduce costs, simplify store buildouts, and standardize their brand look and feel for franchisees.

THE CUSTOMER

Founded in 2015, Scenthound is the first wellness-focused, membership-based dog grooming franchise. With over 90 locations nationwide, Scenthound is spearheading a new era of dog care in the pet industry. They aim to provide routine hygiene and wellness care, ensuring dogs lead longer, happier lives.

THE CHALLENGE

When Scenthound franchise owners first began building stores, they used general contractors to plan and oversee millwork installation in their locations. While this approach allowed for unique, custom buildouts for each new franchise, it became clear that a more sustainable and cost-effective solution would be necessary in the long term.

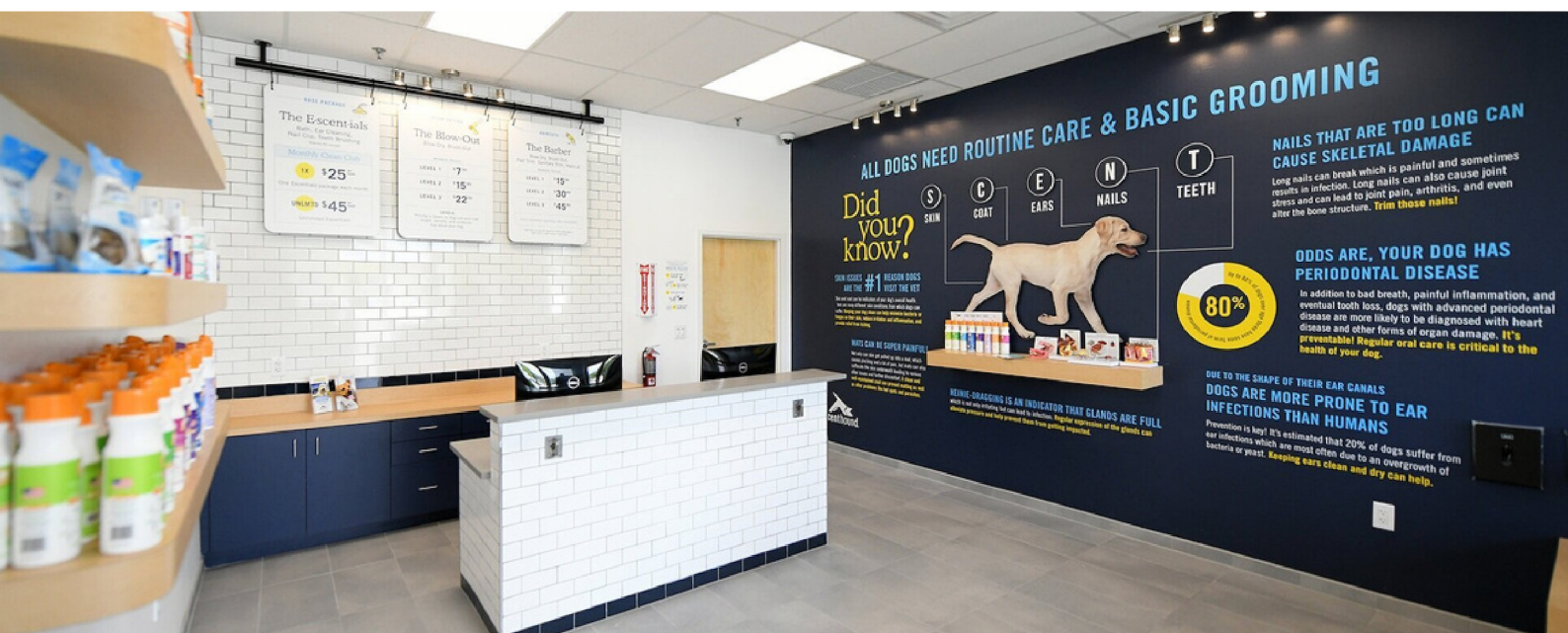
Recognizing the needs of its franchisees, Scenthound turned to RCS Innovations to create a standardized and centrally managed fixture program. This move aimed to streamline the outfitting process, ensure brand consistency, and reduce costs.

THE PROCESS

To establish a successful corporate fixture program, RCS Innovations had to address several key factors distinct to the franchise:

- **Brand Consistency:** The fixtures had to reflect Scenthound's brand identity, ensuring a uniform look and feel across all franchises. This consistency would help customers immediately recognize the brand regardless of location.





- **Quality and Durability:** The fixtures had to be durable and robust enough to withstand the wear and tear of even the tiniest Shih Tzu and the largest Great Dane.
- **Safety:** The fixtures had to account for the safest materials for dogs to avoid injury.
- **Scalability:** The fixtures had to meet the demands of varying store sizes and layouts while accommodating Scenthound's rapid expansion.
- **Cost-Effectiveness:** The fixture program had to be cost-effective for franchisees, maximizing output from each piece of material used.

The RCS Innovations team collaborated with Scenthound to review their existing drawings. The objective was to understand necessary store elements and identify non-negotiables, like color schemes. After this review, RCS Innovations provided alternatives based on Scenthound's unique needs and the integrity of the project.

With extensive experience in the retail industry and fast-growing franchises, RCS Innovations was able to turn insights into options, discussing the benefits and drawbacks of each. A key example was the shift from laminate to melamine cabinets, a more cost-effective option that still achieved the desired aesthetic and durability. RCS Innovations helped narrow possible solutions to help the Scenthound team make quick decisions. Samples were provided for Scenthound's approval to ensure pre-production alignment.

Once the samples met expectations, Scenthound launched a pilot program with six franchise locations near their headquarters in Jupiter, Florida. This step allowed franchise owners to evaluate how the materials worked in the space and provide feedback. Today, Scenthound has named RCS Innovations a Premier Partner due to their expertise in value engineering, development support, proactive communication, and personalized project management. The fixture program is also being introduced nationally.

THE RESULTS

Scenthound has achieved a 30% decrease in costs for its franchise owners by implementing a standardized corporate fixture program and value engineering their existing drawings with RCS Innovations. This partnership has now not only lowered franchisee expenses but also reduced the lead time for millwork by 20-30%. Faster delivery to franchisees was also an outcome due to manufacturing efficiencies and material optimization.



30%

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Reduced lead time
for millwork

Together, these improvements impact Scenthound's franchise owners by expediting the buildout process, helping them meet tight deadlines and open their doors on time. They can depend on RCS Innovations to actively manage each project, enabling them to focus on essential business operations. Scenthound continues to expand the program's scope, including a broader range of fixtures. This ongoing collaboration aims to strengthen the existing framework and make a PAW-sitive impact on franchisees.

TESTIMONIAL

"No one says I love commercial construction. When you are making an investment of this scale it is critical to have a partner who can provide efficient solutions, proactive support, and personalized project management. Their expertise and attention to detail provide continued savings and efficiencies and give franchisees more time to focus on the business."

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