



Sound Solutions

Retail, Acoustic & Commercial Interior Contractors

Case Study

Bear Factory conversion to Build-A-Bear Workshop® Roll Out programme



Client

Build-A-Bear Workshop®

Industry Sector

Retail

Location

24 Major Shopping Centre and High Street Locations throughout the UK & Eire

Project Type

Re-fit & re-brand of 24 Outlets

Capacity

Principal Design & Build Contractor & CDM Co-ordinator

Timescale

5 – 6 Months

Contract Value

£ 2M – £ 3M





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Background

Sound Solutions had successfully completed 11 stores for the UK franchise holder of Build-A-Bear Workshop® prior to Build-A-Bear Workshop® Inc. acquiring the Bear Factory chain of stores from Hamleys.

At this time and the decision made to re-brand 24 of the existing Bear Factory stores to Build-A-Bear Workshop® outlets.

Sound Solutions were chosen as Design and Build Principal Contractor and CDM Co-ordinator for the roll-out programme based on our previous performance and experience with their brand.

Challenges

Early in the planning stages a deadline was set for all existing Bear Factory closure dates based on lease negotiations etc. Once the roll-out programme commenced it was necessary to complete all store conversions within 6 months.

Each of the 24 stores had to be re-designed to accept the new Build-A-Bear Workshop® layouts and approved via Build-A-Bear Workshop® Inc., Landlord and Local Authorities. Furniture was scheduled for production and each site visited to ensure compliance with the design.

The Bear Factory outlets traded right up to the re-brand and our scope included removal of furniture & de-merchandising each store for transport to other stores still trading.

Solutions

Sound Solutions entered into the roll out programme based on completing 4 stores per month with 3 stores being re-fitted concurrently.

Our site and project management team came into their own with their flexibility and problem solving capabilities, thus ensuring the smoothest possible transition for our client and their staff.

Results

All 24 stores were completed on time, budget and within the overall deadline set at the start of the programme. Our multi-skilled site crews performed to a high standard and our project management team ensured the multiple site roll out progressed smoothly.

Each store received a minimal snag list by our client just prior to completion with the vast majority of stores being completely snag free. A testament to the level of attention of detail we pride ourselves on.

Sound Solutions are proud to be associated with the Build-A-Bear Workshop® brand.

Client Testimonial

Dear Neill,

This is a long overdue thank you for being on our team. You have done an exceptional job and we are beary proud to be associated with your firm! Thanks for all you have done thus far to make this transition positive.

I look forward to giving you a huge hug beary soon.

Your partnership is very important to us. Thanks for the bear-illiant service!

Beary best regards,

Maxine Clark

**Founder and Chief Executive Bear
Build-A-Bear Workshop®**