New Store Opening – Accelerate new store launch with speed and savings

Cognizant's New Store Opening service helps retailers accelerate the launch of new stores and optimize existing stores with maximum speed and cost efficiency.

New store strategy

Evaluate potential store openings and site selections based on sociodemographic characteristics. Design intelligent store layouts and configurations, and remodel existing locations for optimal efficiency.

New store build

Implement the designed store layouts and set up staging areas. Manage the complete setup of store networks, IT infrastructure, and IT assets/devices to ensure seamless operations.

New store launch

Conduct end-to-end readiness testing for the store. Initiate launch campaigns, manage staff training for operational processes, onboard vendors, and establish the overall store operations for the entire ecosystem.

Our specialized, domain-driven expertise, supported by our global Cognizant partner network, is uniquely focused on the retail industry and designed to understand retailer's business needs.

Cognizant's New Store Opening control tower efficiently oversees all deployment services. location selection, infrastructure-as-code templates, guided playbooks for seamless store design and setup, including Generative AI driven bots and content factories.

This offering is powered by Cognizant cutting-edge solutions, including Cognizant Neuro® location selection, infrastructure-as-code templates, and guided playbooks for seamless store design and setup.

Key benefits

Reduce time to open stores by up to 20%

Accelerate new store launches and remodels

Achieve 100% operational capacity within 8-10 weeks

Quick transition pilot stores to full-scale operations that drive in-store traffic

Proven track record of helping leading retailers

Opened 200+ new stores in an 18-month period a multinational apparel retailer