

NASHVILLE, GEORGIA

Morrison's Hardware and Building Supply

Orgill provided the spark Morrison's Hardware and Building Supply needed to reverse declining sales and refresh its brand.



The Challenge

Morrison's Hardware and Building Supply was looking for ways to reenergize its customer base and drive more traffic. They knew they needed a comprehensive makeover, category refresh and new marketing plan to revitalize the business.



The Solution

After establishing a new relationship with Orgill, Morrison's began a store modernization and category transformation. As part of the process they:

- Implemented 180 Smart Starts
- Reorganized more than 950 linear feet of shelving
- Rebranded the store with a new logo, marketing materials and social media presence

An updated layout, modernized branding and refreshed product assortments have helped reinvigorate the business and drive increased sales among both contractors and DIYers.



The Results

- New customers and increased sales
- Refreshed product assortments across the salesfloor
- A stable, trusted partnership for ongoing growth and support

"Orgill gave us a big team to support the conversion and we continued to serve customers throughout.

I'm very happy with the way the project turned out."

Ken Morrison

Owner, Morrison's Hardware and Building Supply



Orgill Programs and Services Utilized

Morrison's Hardware and Building Supply incorporated several of Orgill's programs and services to complete the store modernization and category overhaul. The result was an enhanced shopping experience that drew in new customers, strengthened categories and positioned the company for growth.

Focused Assortment Planning

A category-by-category review helped Morrison's optimize its product offerings and eliminate incomplete assortments so it would have the right mix of products for contractors and DIYers alike.

Smart Starts Assortments

Utilizing buyback credits, Morrison's was able to easily change unproductive assortments to warehouse vendors for a stronger market position.

Market-Specific Pricing

A pricing analysis helped Morrison's ensure they weren't losing customers due to non-competitive prices, while making incremental adjustments resulting in margin gain.

Branding and Store Identity

Orgill and Tyndale Advisors guided Morrison's through a complete rebrand to be more DIY friendly. It included a new logo, signage and marketing materials.



Go behind the scenes! Read the full case study now.

See how Morrison's Hardware and Building Supply reignited sales and attracted new customers with Orgill's strategic programs. Read the full case study for insights on how tailored updates can drive growth and transform your store.