

CARREFOUR CASE STUDY

Optimizing Storage System in Carrefour Warehouse



- Project** Carrefour Warehouse
- Client** Carrefour
- Products** Retail Pallet Racking System
Euro Shelving System
Workbench
Raised Floor



Brief

The partnership between Carrefour and Link Misr extends back to the year 2009. Together, we have successfully furnished their shelving and storage needs in more than 30 hypermarkets in different counties across the Middle East: Saudi Arabia, UAE, Egypt, Oman, and Lebanon.

Carrefour’s choice to proceed in such a partnership with Link Misr was based on a large tendering process. Successfully gaining Carrefour’s trust, Link Misr was granted the project of designing, manufacturing and installing shelving solutions for all Hypermarket branches included in the tender of each hyper.

Project Objective

On handling such a massive project the process scale, from conceptualizing and manufacturing to execution and installation, proved challenging to Link Misr. In a given timeframe of merely two months, Link Misr was requested to provide and execute the solutions for four branches all at the same time, having the same opening date. In addition, these four branches were dispersed across four different sites, and entirely different countries as well.

**Carrefour Marina Mall , Carrefour Alex West ,
Carrefour UAE (Sallah) and Carrefour Amman (Seeb)**

Overview:
Brief
Project Objective
Solution



As per the tender, the operation time needed for each hyper was estimated as 45 days. Link Misr's real challenge was how to simultaneously manage all four hypers within an occupied production schedule, as well as punctually delivering installations on time, without compromising deadlines of other clients.

*Solution For Every
Kind Of Goods..*

Solution

Link Misr's Planning and Scheduling team committed start on creating the schedule, timeline and process planning outline for the entire project phases from production through installation. An impressive retail shelving system has been installed to accommodate the products across the following shopping departments of the Hyper market with average area 15,000 m² :

**Fast Moving Good , Textile , Promotion , Heavy Household
and Light Household**

In addition, the Hyper markets required solutions such as Pallet Racking system, Euro Shelving, Workbench, and a raised floor to complete the project and fulfill the client's needs.

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