

Case Study

Our client, a consumer technology leader, had a new store opening in Mexico City. Part of their opening included their bespoke custom shelving, which arrived crated.

When the installers un-crated it on a Saturday, they discovered that the shelving was the wrong size. This meant that the store could not open on Monday as planned, and this would result in serious consequences for the company as the opening was a press event and considerable consumer demand had been generated for the event.

Worldnet's CEO was actually in line at JFK boarding a flight to London when he was called by a senior marketing contact at our customer. It was eventually established that the only way to source the correct shelving for the store's needs would be from warehouses in Salt Lake City and Toronto.

We arranged for one charter flight from YYZ and SLC separately, as speed and customs issues precluded one charter being used in a 'milk run' environment.

Both charters departed and arrived on Sunday, and an overtime customs clearance was arranged with SAT, the Mexican Customs authority.

Delivery was done that evening, and the installers were ready to work through the night, which they did, for a successful Monday opening.

Worldnet's customers value the access they have to decision makers within the company who can get stuff done, regardless of when or where they may be. Visual Merchandising and Retail Design professionals are all too familiar with what can go wrong, and we pride ourselves on our ability to meaningfully help them with planned or unplanned projects.