

# Case Studies

What we're doing for our customers...

## Discount Tire Company / Uniform Program

### Situation

Discount Tire Co. has over 750 stores nationwide with approximately 12 – 18 employees per store. Their infrastructure is divided into regions, and each region is responsible for merchandising, inventorying and fulfilling the uniforms for their respective stores.

This situation presented many challenges. Uniforms were inconsistent between regions, and additional manpower was needed at the regional level to inventory and fulfill orders.

Discount Tire wanted a uniform look across the country, so that all employees – from Houston to Detroit – would look the same. They also needed an ordering system that would ease the administrative burden of fulfilling the uniforms.

### Solution

CMG merchandised a comprehensive uniform collection that met the needs of employees in stores from the Deep South to the most northern climates. Employees can choose from polo shirts, performance mock T's, both lightweight and heavyweight jackets, twills, shorts and caps. Employees can also personalize their uniforms.

Along with our collection, CMG designed an on-line ordering system that was simple and productive for the regions to use. Now, all Discount Tire Co. uniform orders are produced and shipped from one centralized location – for consistency among regions and significant cost savings.

