

Delivering a Flagship Retail Store: From Complexity to Coordinated Execution



How a structured execution system aligned teams, improved coordination, and enabled a high-profile retail development to move forward with clarity and control

Context

A leading national retailer undertook the development of a new flagship store — a large-format location featuring expanded product assortment, new in-store services, and a significantly increased footprint compared to existing locations.

The project involved multiple internal departments, external consultants, contractors, and vendors, all operating within a high-visibility environment and a defined timeline for opening.



The Challenge

As with many large-scale developments, the opportunity was not defined by problems, but by the need to effectively navigate a set of inherent execution challenges:

- ✓ Multi-stakeholder planning complexity across organizational departments and partners
- ✓ Ownership clarity across teams responsible for different components of the project
- ✓ Coordination across all functional areas within the organization
- ✓ Alignment and coordination across contractors and subcontractors
- ✓ Risk of delays and inefficiencies in a dynamic construction and development environment
- ✓ Reliance on individual effort rather than a consistent execution system



The Debonair Edge Approach

To support the project, a structured execution system was implemented across three core pillars:



Project Storyboarding

- ✓ Clarified the full project pathway from planning through to opening
- ✓ Aligned stakeholders on sequence, priorities, and dependencies



Execution Architecture

- ✓ Defined roles, ownership, and accountability across teams
- ✓ Established clear coordination structures and execution cadence
- ✓ Enabled consistent communication and decision-making across all parties



Team Enablement

- ✓ Introduced a practical execution system for day-to-day project work
- ✓ Equipped team members with tools and frameworks to manage responsibilities effectively
- ✓ Delivered a playbook to support ongoing application beyond the project

The Outcome

The project progressed with clarity, coordination, and sustained forward momentum through to final delivery.

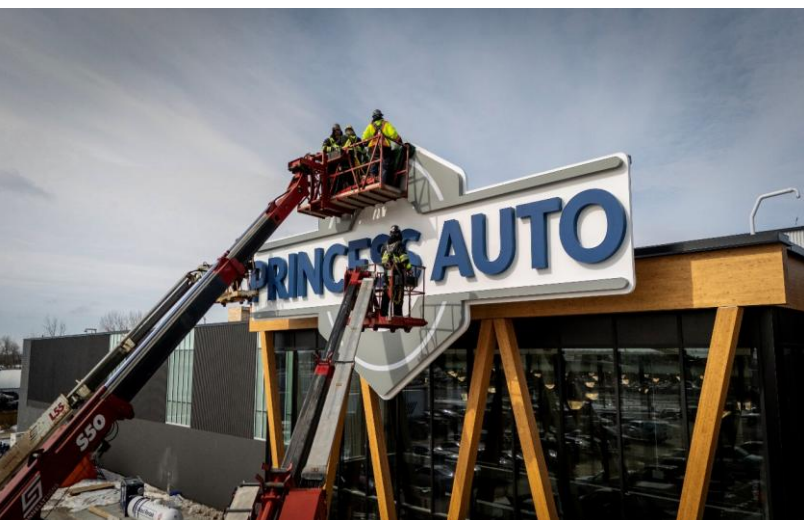
The project is on track for a successful opening Summer 2026, with a noticeably higher level of alignment and coordination across teams throughout the final phases. Decision-making became more efficient and timelier as clarity increased across stakeholders, reducing the typical friction associated with projects of this scale.

Execution barriers were minimized through the introduction of a structured approach, allowing teams to move forward with greater confidence and consistency. At the same time, leadership gained improved visibility into project progress, priorities, and interdependencies, supporting more effective oversight and timely intervention when needed.

Beyond the Project

Beyond the successful delivery of the flagship location, the organization is now equipped with a shared execution framework that extends beyond a single initiative. Teams are less dependent on individual project leaders and instead operate with a consistent structure that supports alignment, accountability, and follow-through.

This creates a scalable foundation for future projects, enabling the organization to approach new initiatives with greater clarity, coordination, and confidence.



Closing Insight

Debonair Edge transforms execution from an individual effort into a structured, repeatable system — enabling teams to move complex initiatives forward with clarity, alignment, and control.