



# Expanding Dollar General's Potential with Travel Teams for New Stores and Solutions

## Client Overview

Dollar General operates a chain of more than 18,000 variety stores in the United States. A Fortune 100 company, Dollar General employs over 140,000 people and has 17 distribution centers nationwide.



## Growing Fast Requires Strategic Partners

In 2020 and 2021, Dollar General was well-positioned to serve its customers' changing needs. They offer popular brands at low prices, and their small box experience is conducive to social distancing. The result? Rapid growth during a time when most brick and mortar retailers were shrinking.

Dollar General opened 2,000 new stores in 2020 and 2021, accounting for 45% of all openings in the country. They also continued to remodel stores at their typical rate of more than 1,700 per year.

With growth of this magnitude, new store and remodeling projects needed to be completed efficiently and cost-effectively. To achieve this and keep all their projects on schedule, Dollar General outsourced critical labor to strategic partners with talent networks built for retail. Enter SASR.

# Building the Best Solution for Dollar General

SASR has partnered with Dollar General for 10+ years, a period in which the retailer's revenue has tripled.

## A Purpose Built Workforce

SASR's national footprint, with workers in all 50 states, enables them to quickly assemble regional and national teams for long term capital improvement projects.

The SASR workforce is highly experienced in retail and supply chain management. Candidates in the SASR network have experience in project management, installation and fixtures, setting planograms, and merchandising.

Most new Dollar General stores are opened in rural communities. Finding the right skills in these smaller talent pools can be time-consuming and costly. SASR travel teams remove this unpredictability and allow Dollar General to budget and schedule projects accurately.

## Implemented Programs

**Project Managers** — SASR outsources, qualifies, and provides dedicated project managers that learn Dollar General's business model, strategy, and brand. Project managers are onboard from planning through full deployment of the store program.

**Stocking Teams** — SASR staff teams are experts in installation and merchandising and take new store openings over the finish line. SASR stocking teams are valuable assets to the new store staff.

**Pop Shelf** — For upscale, value-oriented programs, SASR provides Dollar General larger teams that come in for extended periods of time.

**Supply Chain Labor** — In 2021 SASR began assisting Dollar General's supply chain management with contingent warehouse labor.

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## 2020-2021 Results

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**600**  
unique  
projects

Project lasted an **average of 5 days**. Working with **7-10 days** to fill positions,

**1,300+**  
reps

SASR achieved an **85%+**  
fill rate

**38**  
states

SASR also staffed nearly a hundred individual merchandiser roles for more than **1200 assignments**.

**76,000**  
hours

These projects lasted an **average of 10 days** and workers clocked more than **135,000 hours at 700 new stores**.

