

Proposal for Fitting Room Renovation in Chico's Outlet Store 1149

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Introduction

Problem

The dressing rooms in Chico's outlet store 1149 in the Outlet Shoppes of Atlanta in Woodstock, Georgia are old, dusty, and worn, with old paint, holes in the fabric of the stool cushions, scuffed baseboards, doors that stick, dusty carpet, and sagging ceiling tiles. Customers have made comments about how they look dirty, even though they are vacuumed and cleaned every night before closing. This unsatisfactory state of the fitting rooms can discourage customers from trying on and purchasing clothing and can also discourage them from returning to shop at store 1149, directly impacting store 1149's sales goals and customer loyalty.

Solution

To solve this problem, renovate the fitting rooms of store 1149 to create a cleaner, more welcoming environment, which will include:

- Ceiling tile removal and reinstallation
- Carpet cleaning
- Paint for the baseboards, doorframes, and walls
- Stool cushion reupholstery

For the renovations, the size of the fitting rooms will not change, but the pre-existing space will be updated, maintaining the current setup of five small rooms and one large handicap accessible room.

The renovations will require the hiring of multiple agencies within Woodstock, Georgia or the surrounding areas. Ceiling tile replacement will be carried out first since it is the most involved job and will generate the most mess (dust, particulates, etc.). This will be followed by professional cleaning, with the purpose of removing dust, cleaning the walls, cleaning the baseboards and any other fixtures within the fitting rooms prior to painting. The third task will be professional carpet cleaning, and the last task within the store will be painting the baseboards, doorframes, fitting room doors and the walls in each room. The stool cushions in each fitting room will be sent off to a local upholsterer at the start of the renovations and ideally be finished by the time the painting is finished (day three). During the time of the renovations, the store will be closed to customers and store employees. The breakdown of the time needed for the renovations is detailed under "Timeline" in the Discussion section and the breakdown of costs for each service is detailed under "Cost" in the Discussion section.

Objectives

This proposal aims to elaborate on the need for the renovation of the fitting rooms of Chico's outlet store 1149 by explaining the cost of renovation and overall financial benefits as well as providing customer perspectives. The goal of the renovation is to provide customers with a clean, refreshed and visually pleasing fitting room that will drive their desire to spend more and shop more frequently at Chico's outlet store 1149. This will allow store 1149 to better meet sales goals and provide customers with the best possible service.

Background

Now 12 years old, Chico's Outlet store 1149 located in the Outlet Shoppes of Atlanta in Woodstock, Georgia has found itself in need of some cosmetic changes to provide customers with the best possible shopping experience. As a sales lead in Chico's outlet store 1149, I propose that the fitting rooms of store 1149 be renovated to provide a clean, new environment for the customer base. A newly renovated and revived space will not only be aesthetically pleasing, but will most importantly encourage customer spending, increase their store and brand satisfaction, and increase the probability that they will continue shopping at store 1149. This renovation will therefore be exceedingly beneficial not only to the customers but to the profits of store 1149 and to Chico's FAS as a whole.

To begin, the daily statistics of sales goal, stretch goal, transaction goal, average daily sales (ADS) goal and units per transaction (UPT) goal are used as the baseline for determining whether or not the store did well financially for the day. If so, the store is in the "green" for the day, or if it mostly fails to meet the assigned goals, the store is considered in the "red". Over the course of a month, these values are recorded on a calendar and at the end of the month, the overall profit picture can be easily visualized (i.e. if there is more red or green on the calendar). To give an example of the this for store 1149, if you were to look at past store financial records, at the start of the first quarter in February 2025, Chico's outlet store 1149 failed to meet the monthly sales goal by approximately \$20,000, suffering from 16 "red" days and 12 "mostly red" days. A similar trend was observed in the months of the previous quarter, quarter 4 (November and December 2024 and January 2025), but in quarter 4, sales were propped up with the help of the holiday season. While it is not possible to attribute this failure of meeting sales goals to one cause in particular, like the state of the fitting rooms, one can consider it part of the whole. That said, other factors that could influence this failure to meet sales goals in store 1149 include economic changes, increased prices, lack of demand, and seasonal events (i.e. weddings, holidays, graduations, etc.). But for those customers that do choose to shop at store 1149, they should be met with exceptional conditions to increase their want to try on and purchase clothing for whatever occasion they find themselves in.

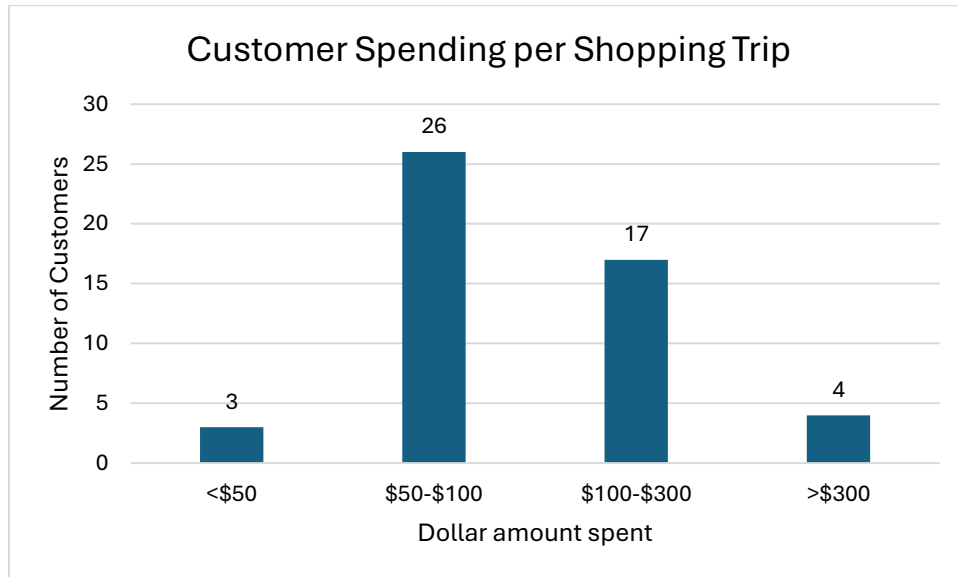
With these facts in mind, when investigating how beneficial renovating the fitting rooms will be to the sales at store 1149, one must first look at the customer base. The Chico's customer base is a loyal one, with many customers having shopped with the company since its conception in 1983 ("Chico's FAS", n.d.). Likewise, the customer base at store 1149 in Woodstock, GA has proven

to be the same, with many customers being regulars at the store, some since the initial 2013 opening (see Q3 results in Survey 1 in Appendix). To get a more detailed picture of the customer base at store 1149, a survey was carried out over the course of a week in store 1149, surveying 50 customers. To participate in the survey, the customer had to meet two qualifications:

- Had tried merchandise on in store 1149
- Had afterwards bought that merchandise

Importantly, these qualifications guaranteed that the customer being surveyed had used the fitting rooms and would have an impression of them.

From a survey conducted, it was found that over half (62%) of the 50 respondents shop at store 1149 monthly, and a little less than a quarter (22%) of respondents shop weekly, with the remaining 16% of respondents visiting the store yearly (see Q4 results in Survey 1 in Appendix). After gathering data on the frequency of visits, to get an idea of customer spending habits, the participants were asked to provide an average spending amount per shopping trip to store 1149. As seen in graph 1, over half of the participants spend between \$50 and \$100 dollars per visit, and over a quarter of the participants spend between \$100 and \$300 per visit (see Q5 in Survey 1 in Appendix).



Graph 1: Customer spending habits per shopping trip to store 1149, data obtained from survey 1 (see Appendix)

When considering these spending trends, it is important to consider the influence the fitting rooms have on the customers, as the fitting rooms “set the tone for the store”, which was noted by fellow store 1149 sales lead Teresa Nelson in an interview (see Interview 1 in Appendix). This statement suggests that the customer’s opinion of the store is largely based on the state of the fitting rooms. If the fitting rooms are clean, well kept, and fresh, the customer is inclined to associate that feeling with the rest of the store and the merchandise. And likewise, if the customer finds the fitting rooms old, dirty and rundown, they will have a less positive opinion

about the store. And since these feelings can also potentially extend to the merchandise, the customer could become less inclined to purchase the merchandise.

When customers are spending money on Chico's merchandise, there is a certain expectation in the clothing as well as the store, which extends to the fitting rooms. They need to "feel comfortable" in the space, as noted by Ms. Nelson, and customers, especially customers that have shopped with the company before, will enter the store having certain expectations that they assume will be met. As explained by Ms. Nelson in the same interview, the customer could walk into the fitting room and think: "*Wait a minute, this is Chico's, why does the fitting room look like this? Why is the floor not clean, why is the wallpaper peeling?*". This could permanently shape their viewpoint towards the store and potentially the brand as a whole. In store 1149 specifically, in the same survey mentioned above, it was found that 46 out of 50 responses to the question "How would you describe the fitting rooms?" (see Q8 in Survey 1 in Appendix 1) involved the sentiment of the fitting rooms looking old, worn, and in some responses, dirty. The remaining four respondents had indifferent opinions or left the question blank. When asked to suggest changes to the fitting rooms, the same 46 customers provided suggestions including new carpet, new stool cushions and fresh paint (see Q9 in Survey 1 in Appendix).

The customer responses to the survey emphasized the overall impact a fitting room has on a customer personally. If a customer is comfortable in the space, as Ms. Nelson noted, they will be more likely to try on in the first place, less likely to rush, and potentially spend time trying on more items. Consequently, the more they try on, the more they are likely to purchase, increasing the store's sales, UPT and ADS for the day and ultimately the month.

Discussion

Materials

Due to the fact that Chico's FAS would be hiring services to perform the renovations, no external materials would be needed, as all necessary materials would be part of and paid for through each service.

Timeline

All renovations will be done during mall hours, between the hours of 9am and 9pm.

To complete the ceiling tile removal and reinstallation, general cleaning, carpet cleaning, painting and stool reupholstery in a reasonable time (three days total), the following timeline is expected:

Day one:

- Stools dropped off at upholsterer (morning)
- Ceiling tile removal and reinstallation (all day)

Day two:

- Professional cleaning service (morning to afternoon)
- Professional carpet cleaning (afternoon to evening)

Day three:

- Painting (morning to afternoon)
- Picking up stools from upholsterer (afternoon)

With the painting starting in the morning on day three, it will have adequate time to dry before reopening the store the following day (day four). But in order for the paint to fully cure, the fitting rooms will remain closed to customers on day four and reopen on day five. On day five when the fitting rooms reopen, the scheduled employees can come in an hour before opening to put the stools in their proper place and ensure that the fitting room space is ready for the customers.

Cost

Painter

The cost to hire commercial painters to paint the trim, baseboards, doors, and walls can range between \$2-\$6 per square foot (“How much do”, n.d.; Simms, 2024). Given the measurements of the fitting room space (figure 1), which have a wall space of 725ft², approximately 90ft of baseboards, nine doorframes and six doors, the final cost can be expected to be between \$3000 and \$4620, which includes the cost of paint (type and amount) and labor, but can vary depending on which company is hired (Simms, 2024).

Companies that offer commercial painting near Woodstock, GA include Peach Paint Co, The Painting Group and Renovation, and A & P Painting and Flooring (“Commercial Painting”, n.d.; “Commercial Painting Contractors”, n.d.; “Services”, n.d.).

Ceiling Tile Installation

In order to remove the old ceiling tiles and install the new ones, a ceiling tile expert will have to be hired. The ceiling has approximately the same area as the floor at 352ft² (calculated using values in figure 1). The average cost for ceiling tile removal is \$2 to \$4 per square foot, and installation can range between \$9 to \$13 per square foot, depending on the company rate, ceiling area, and type of tile (Hiles, 2025). Given the approximate area of the ceiling, the cost for hiring a professional to both remove the old ceiling tiles and install the new ceiling tiles could range

between \$3872 and \$5984. As noted in the previous section, the total cost will vary depending on the company used.

Companies that offer commercial ceiling tile removal and installation near Woodstock, GA include Suspended Ceilings Atlanta, Mr. Handyman, and Anthem Insulation & Home (“Commercial Ceiling”, n.d.; “Handyman Service”, n.d.; “Suspended Ceiling”, n.d.).

Carpet Cleaner

The cost of commercial carpet cleaning is approximately \$0.25 per square foot (“How much is”, n.d.). By measuring the dimensions of the store 1149 fitting rooms (see figure 1), it was found that the overall area of carpeting is 351.97 ft² (approximated to 352 ft²). Using the \$0.25/ft² cost approximation and the total carpet square footage, it would put the total carpet cleaning cost at \$88. It is important to note that depending on the company used, this number could vary. It should be anticipated that the cost could range from the estimated \$88 to over \$100.

Commercial carpet cleaning services near Woodstock, GA include Stanley Steemer, Duraclean, and Spot On Carpet Cleaners (“Carpet Cleaning”, n.d.; “Commercial Cleaning Services”, n.d.; “Professional Commercial”, n.d.).

Professional Cleaning Service

Prior to painting, the fitting room space should be professionally cleaned. This cleaning will include the baseboards, doors, doorframes, and mirrors, as well as dusting any surfaces and air vents.

Since the fitting room floor space has an area of approximately 352ft², the cost of hiring a commercial cleaning service would range between \$200-\$400 (“Commercial Cleaning Calculator”, n.d.).

Companies near Woodstock, GA that offer commercial cleaning services include Wish and Wash, Interstar Cleaning Services, and Elite Freedom Janitorial Services (“Commercial Cleaning Service”, n.d.; “Our Cleaning”, n.d.; “Professional Services”, n.d.).

Upholsterer

The cushioned stools in each of the six fitting rooms are in the shape of a cube, with each side measuring 1ft 9in (21in). There are a total of five covered sides (four sides and one top), and from the measurements, each side of the cube has an area of 3.1ft².

When done professionally, reupholstering the six stools could cost between \$300 and \$500, which accounts for the upholstery fabric, labor, time, and other materials (Simms, 2025). It is important to note that the final price will vary depending on the company used.

Upholsterers who offer commercial services near Woodstock, GA include O’Kelley’s Upholstery and Design, Roland’s Upholstery Shop, and Long’s Upholstery and Fabrics (“Commercial Reupholstery”, n.d.; “Commercial Upholstering”, n.d.; (“Commercial Upholstery”, n.d.).

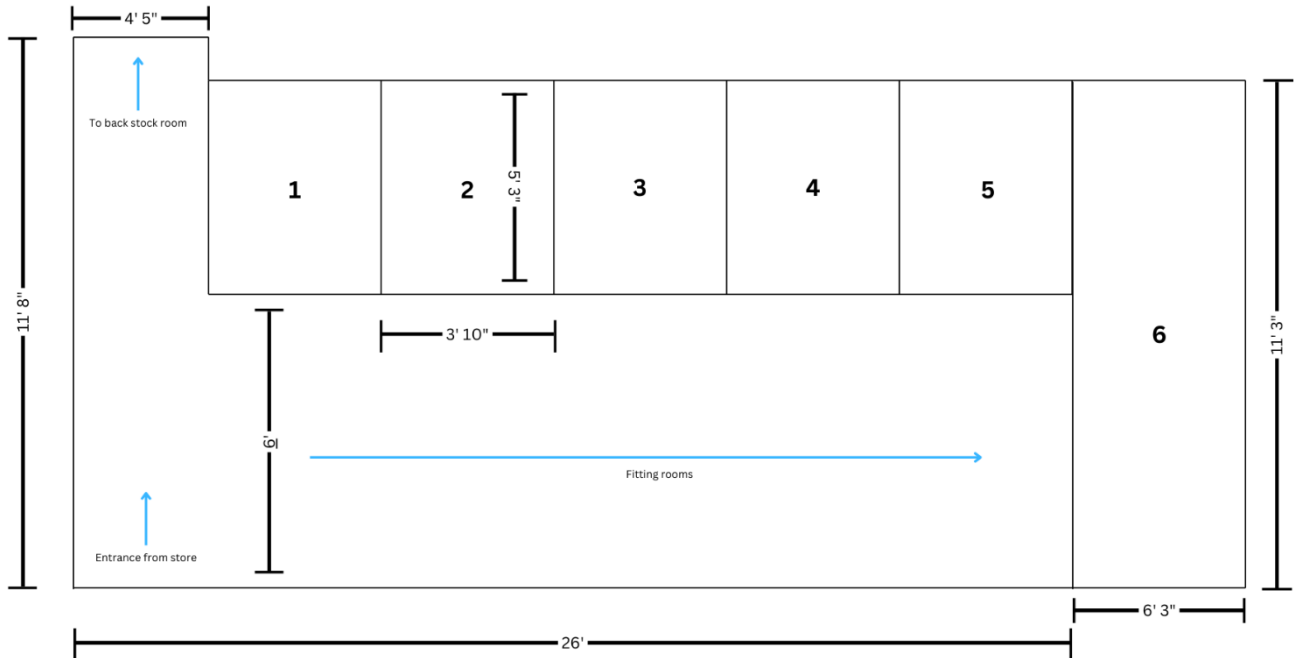


Figure 1: General floorplan of Chico’s outlet store 1149 fitting rooms. Measurements are given in feet and inches and used to calculate a total floor area of 352ft², which was used in calculating various costs in above sections (diagram not to scale).

Overall Cost

Put together, the final cost of all services can be seen in the following table:

	Low	High
Painter	\$3000	\$4620
Ceiling tile installation	\$3872	\$5984
Carpet cleaner	\$88	\$100
Professional cleaner	\$200	\$400
Upholsterer	\$300	\$500
Total	\$7460	\$11604

Table 1: Cost of all required services, split into a low price point and high price point.

Conclusion

The fitting rooms in any store give an overall impression of the brand, its merchandise, and its dedication to its customers. In the case of Chico's outlet store 1149, the fitting rooms do not measure up to the expectations of the loyal Chico's customer base, falling short in providing customers with a welcoming, comfortable, and fresh environment. The renovations described above will greatly aid in enhancing customer satisfaction, loyalty and expectations, as well as increasing the financial standing of Chico's outlet store 1149. By creating a welcoming, clean, and refreshed space, customers, both new and pre-existing to store 1149, will be more inclined to shop leisurely, try on more items, buy more items, and visit the store repeatedly. Such positive customer impacts will no doubt be reflected financially by increased customer spending habits, daily meeting of sales goals, and reduced or eliminated monthly deficits.

It is thus that I recommend that between \$8000 and \$10000 be invested by Chico's FAS to be put into renovating the fitting rooms of Chico's outlet store 1149. Such improvements, which are projected to only take three days, will boost employee morale by producing happier customers, and benefiting the store financially to keep up with sales goals, which benefits the Chico's FAS brand overall.

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Appendix

Survey 1

1.) Have you ever shopped at a Chico's before (outlet or boutique)?

- | | |
|------------------------------|-----------|
| <input type="checkbox"/> Yes | 38 |
| <input type="checkbox"/> No | 12 |

2.) How long have you been a Chico's customer (outlet and/or boutique)?

- | | |
|--|-----------|
| <input type="checkbox"/> This is my first time shopping at a Chico's | 10 |
| <input type="checkbox"/> Less than a year | 8 |
| <input type="checkbox"/> 1-5 years | 4 |
| <input type="checkbox"/> 5-10 years | 5 |
| <input type="checkbox"/> More than 10 years | 23 |

3.) How long have you been a customer at Woodstock Chico's outlet?

- | | |
|---|-----------|
| <input type="checkbox"/> This is my first time shopping at Woodstock Chico's outlet | 12 |
| <input type="checkbox"/> Less than a year | 11 |
| <input type="checkbox"/> 1-5 years | 17 |
| <input type="checkbox"/> 5-10 years | 5 |
| <input type="checkbox"/> Since its 2013 opening | 5 |

4.) How often do you shop at Woodstock Chico's outlet?

- | | |
|----------------------------------|-----------|
| <input type="checkbox"/> Weekly | 11 |
| <input type="checkbox"/> Monthly | 31 |
| <input type="checkbox"/> Yearly | 8 |

5.) How much do you usually spend on a shopping trip to Woodstock Chico's outlet, or, if a first-time customer, how much did you spend today?

- | | |
|---|-----------|
| <input type="checkbox"/> Less than \$50 | 3 |
| <input type="checkbox"/> \$50-\$100 | 26 |
| <input type="checkbox"/> \$100-\$300 | 17 |
| <input type="checkbox"/> Greater than \$300 | 4 |

6.) Generally, do you prefer to try clothes on before you buy them?

- | | |
|------------------------------|-----------|
| <input type="checkbox"/> Yes | 35 |
| <input type="checkbox"/> No | 15 |

7.) Do you usually try on when you visit Woodstock Chico's outlet?

- | | |
|------------------------------------|-----------|
| <input type="checkbox"/> Yes | 27 |
| <input type="checkbox"/> No | 17 |
| <input type="checkbox"/> Sometimes | 6 |

8.) In a few words, how would you describe the condition of Woodstock Chico's outlet fitting rooms?

46 out of 50 customers think the fitting rooms look old, dirty, and dusty

6 out of 50 customers are indifferent or didn't respond

9.) In a few words, briefly describe any changes you would like to see regarding the condition of Woodstock Chico's fitting rooms.

46 out of 50 customers would like to see new carpet, new stool cushions, and fresh paint

6 out of 50 customers responded with indifferent, no opinion or did not answer

10.) Lastly, how likely would you be to recommend Woodstock Chico's outlet store to others?

- | | |
|--|-----------|
| <input type="checkbox"/> Very likely | 32 |
| <input type="checkbox"/> Somewhat likely | 10 |
| <input type="checkbox"/> Indifferent | 6 |
| <input type="checkbox"/> Somewhat unlikely | 2 |
| <input type="checkbox"/> Very unlikely | 0 |

Interview 1

Interviewer: Hazelyn Cates, store 1149 sales lead

Interviewee: Teresa Nelson, store 1149 sales lead

Q: Do you think that the state of fitting rooms influences customer purchase decisions?

A: Yes, if they make it to the fitting rooms. Sometimes customers don't like to try on anything. But yes, the fitting rooms sets the tone for the store.

Q: In the case of our fitting rooms here in store 1149, do you think the state of our fitting rooms influences our customers, if any?

A: No, because we already have our customer base. So, customers already know about Chico's. But could our store turn our customers away? Now if they were to go in our fitting room, and they think "wait a minute, this is Chico's, why does the fitting room look like this? Why is floor not clean, why is the wallpaper peeling" and certain things like that, because we are a big franchise.

Q: From the perspective of a sales lead/keyholder, what is your opinion on the state of the fitting rooms in store 1149?

A: It's clean, due to the manager that's here. But it can use finishing touches, like some paint or shampooing the carpet, but overall it's in pretty good shape but can always use a little bit more touches and finishes.

Q: If the renovations were carried out in our store for the fitting rooms, do you think it would affect day-to-day business for the customer coming in and seeing that renovated space?

A: No.

Q: Ok, would you mind elaborating on that?

A: I don't think it will affect the business, because customers may come in and say "oh my goodness" and they'll see it as a plus. They'll think "oh the fitting rooms are getting done, I can't wait to see what they're gonna look like when they're done!" During the renovations, the customers will just think "oh I'll just take it home and try it on and if I can't fit it I'll bring it back." So that part, during the renovations, I don't think it will affect business.

Q: Ok, so you think the customer will still buy during the renovations?

A: Yes. You may have one or two people think "oh I can't try it on, well I don't know how this fits so I'll just come back." But will it fully affect our business? No.

Q: What about after the fact? Like if the customer comes in and sees the fitting rooms renovated, do you think that'll affect business?

A: In a positive way.

Q: Any elaboration on that?

A: Well word travels. So, a customer might say "oh my gosh, did you see the renovations at Chico's?" Of course, they're looking at our brand and our clothes and everything, but when I walk into a store and I want to try on, if the fitting room is glammed and really nice and clean, you feel comfortable. So, it's about the fact that they're spending their money, and you want them to be comfortable. So that will be a plus.