Paper 406-2009

Assortment Planning

Richard Flaks, The Children's Place

ABSTRACT

Hear a respected retailer discuss recent trends in assortment planning to enable improvements in their planning processes. Some of the key success factors include bringing technology into the process through clustering, forecasting, and lifecycle planning. The results include localized assortments that consider space and demographics in order to maximize the merchandise mix to generate better results.

No paper was submitted for publication.

CONTACT INFORMATION

Richard Flaks The Children's Place rflaks@childrensplace.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.