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Implementing Assortment Planning and the challenge of User Adoption

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ABSTRACT

Merchandise Assortment planning plays a pivotal role in creating and maintaining profitability. No other area within a retail business has such a direct impact on bottom line profit (or loss). It is, therefore, crucial that merchandisers have a broad understanding of the best practice approaches that have evolved and continue to evolve in order that they are able to optimize the financial return on the investment that is under their control.

No paper was submitted for publication.

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