

Paper 271-2008

# Size and Pack Optimization: Meeting Customer Demand Through the Science of Optimization

Brian Taylor, Kohl's Department Stores  
Kevin Schneider, Kohl's Department Stores

## ABSTRACT

Managing size-level inventory for more than 900 stores across unique customer segments and diverse markets is a daunting challenge, one that cannot be profitably met by using the "one size range fits all" approach to size-level decision making. Yet, the inherent complexity of managing size diversity cannot easily be addressed by buyers, merchandise planners, and analysts already overloaded with the purchasing, marketing, and planning decisions and tasks critical to the execution of day-to-day business operations. Hear this leading retailer's success story of how they're using optimization to drive size profiling, purchase order optimization, and allocation decisions.

**No paper was submitted for publication.**

## CONTACT INFORMATION

Brian Taylor  
Kohl's Department Stores  
Brian.taylor@kohls.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.