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# Applying Advanced Assortment Planning Tools in Today's Environment

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## ABSTRACT

Retailers today are looking to capitalize on the investment they have made in their infrastructure and Merchandise Planning environment. The next logical step is to move into Assortment Planning. Retailers want and need to go beyond the present spreadsheet-based tools and apply a high level of automation and flexible system tools to the Assortment Planning function. The best approach requires the integration of store planning, store clustering, and Assortment Planning driven by merchandise planning. This integration allows various types of merchandise and processes to be considered. This session considers the Assortment Planning process as a prerequisite for all technology and describes the use of advanced planning to address the complete Assortment Planning function. Consideration will be given to the process, the methodology necessary, the resources required, and the supporting automation. Hear this highly respected retail consultant discuss recent trends and improvements in Assortment Planning processes and system support. Examples of the application of technology will be given, and advanced support tools such as forecasting, intelligent clustering, assortment optimization, life cycle planning, and case pack/size pack optimization will be considered.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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