

Paper 372-2007

Keynote Presentation: Demand-Driven Retailing Drives AutoZone's Success

Rajeeve Kaul, AutoZone

ABSTRACT

AutoZone, the number one auto parts retailer in the United States with nearly 4,000 stores, has developed innovative approaches to capturing and predicting customer demand. Learn how this leading retailer harnesses consumer and market data, via a sophisticated demand forecasting process.

This process allows AutoZone to shape and accurately fill customer demand via multiple fulfillment options for one of the most extensive product ranges found in retailing today. Hear how AutoZone plans to further synchronize its business around a comprehensive demand planning process via the use of SAS' latest integrated merchandise planning solution.

No paper was submitted for publication.

CONTACT INFORMATION

Rajeeve Kaul
AutoZone

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.