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Business Strategy Meets Advanced Planning

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ABSTRACT

Luxottica Group is the world's leading designer, manufacturer and distributor of prescription eyeglass frames and sunglasses in the premium and luxury segments. In the retail business, Luxottica enjoys the largest and most efficient network in the industry, with approximately 5,500 sun and optical stores worldwide. Luxottica has such well-known global brands such as LensCrafters, Pearle Vision, Sunglass Hut and OPSM in Asia Pacific.

In this session, Tim Combs will outline how Luxottica's focused business strategy and disciplined approach coupled with SAS merchandise planning's advanced capabilities have helped provide a growth platform for the company's rapid expansion across the United States and worldwide. Learn how Luxottica's advanced planning allows the company to better manage assortments and inventory leading to increased sales, revenue and productivity. His organization is faced with managing a complex planning environment including a large number of stores, multiple hierarchies and alternate sourcing along with varying product lead times.

No paper was submitted for publication.

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