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# Customer Demand Forecasting Drives Merchandising Results

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## ABSTRACT

With the recent growth of Sport Chalet, the expansion into new markets and the diversity of the product assortments came the need for more advanced systems and processes to manage the company's merchandise planning, assortment planning and allocation processes. Transitioning from spreadsheet-based functionality to defined processes and the Marketmax suite of planning and allocation applications presented many unique opportunities for Sport Chalet. Business and IT project managers had to form a strategic partnership to create a roadmap for the successful implementation and integration of the Marketmax systems into their "best of breed" concept and to address the "change management" that would certainly follow.

**No paper was submitted for publication.**

## CONTACT INFORMATION

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