

Paper 378-2007

Customer Experience: Retail-Driven Demand Planning in Wholesale Distribution

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ABSTRACT

Distributing two of the world's leading apparel brands through major retailers in the fast-moving apparel industry is a challenge – particularly given retail consolidation, fashion trends, seasonal influences and margin pressures. Overlay the complexities of extended lead-time sourcing for cost advantage, and the importance of a well-structured planning and forecasting capability becomes a competitive imperative.

To meet these business needs, Levi Strauss & Co. launched a retail planning and forecasting initiative to build, manage and capitalize on Key Account retail plans. By structuring and standardizing the retail planning approach and applying SAS® retail software solutions, retail-based insights and context are incorporated into customer business plans, product plans, demand forecasts and financial plans. The outcome for Levi's®: faster, more accurate market reads that drive revenue and profit growth, and faster inventory builds and corrections in anticipation of retail performance. For Levi's® customers: product-right assortments with better retail GMROI performance and order fulfillment.

Presented by Tom Rafferty, Vice President of Demand Planning for the Levi's® Brand, this case study focuses on the experience, complexities and challenges of introducing retail-based planning capability supporting large-scale wholesale distribution

No paper was submitted for publication.

CONTACT INFORMATION

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