

# #043 : Assortment Planning

What changed in the current situation?

Assortment planning refers to **selecting the right product mix at right quantities** to adequately match the market demand. The first dimension is “width” that refers to the number of different product varieties (categories). The second dimension is “depth” that refers to the different brand options withing one particular variety (category).

While most supply chains need this, in retail it is particularly important.



## What changed now?

With the current situation, retailers must evaluate the questions below:

- How to best utilize the existing inventory (at store and in-transit)?
- Are there any modifications needed to existing orders?
- What is the best plan with the existing inventory that will maximize the profit?

## Steps need to be taken



Keeping a count of inventory particularly the perishable products.



Lowering the width (number of varieties) of product portfolio.



Using AI to have the best product mix and pricing.



Diversifying into omni-channel retailing.