

# RSR Report Says CEO's must take the lead in driving inventory optimization decisions

By Dave Landreth // Quantum Retail

## Retail Systems Research (RSR) report: Precision Inventory Management in the Age of Localization

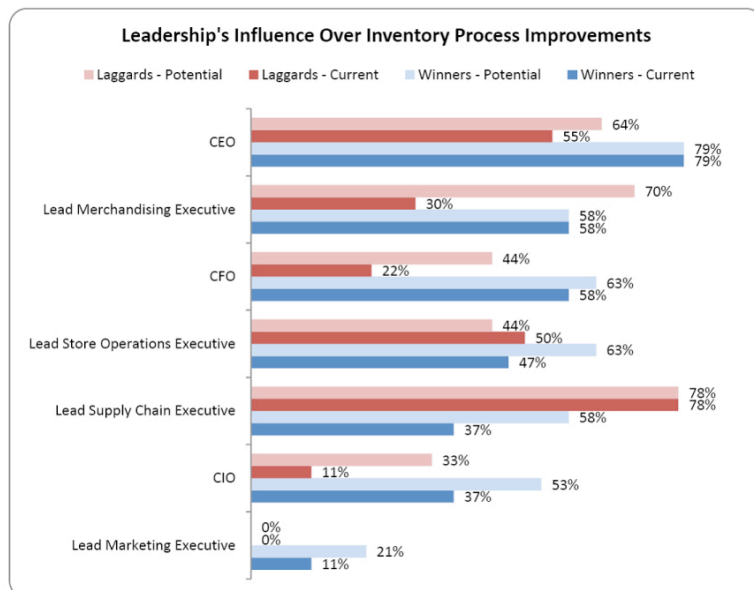
This RSR report shows that the most successful retailers today have been led by CEO's that acknowledge the need to change the way they have previously approached retail. The quickest returns on investment for retailers are the addition of smart technology, solutions that optimize their supply chains, SKUs, store level assortments, products, pricing and markdowns.

Leading retailers embrace strategic changes to their business as a competitive advantage, while laggards wait to make changes until they become mainstream, losing valuable shoppers and shareholders in the process.

### Organizational Inhibitors

The report states:

“While existing technology infrastructure is the primary internal obstacle, according to survey respondents, **the most important tool for overcoming obstacles rests on the shoulders of the executive team.** But key differences emerge between winning retailers and their Lagging peers - Winners have rested inventory responsibility on the executives with the most organizational pull, the CEO and CFO, while laggards rely much more on the lead supply chain executive, without the all-important support from merchandising.”



Source: RSR Research, August 2009

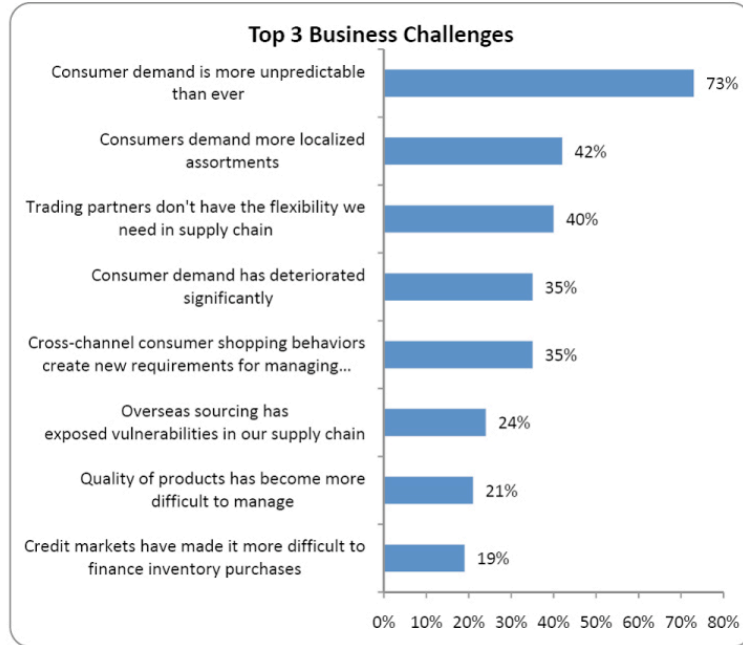
### Looking to progressive retailers as merit

First and foremost for progressive executive teams is the realization that CEO's need to be responsible for a strategy to get their business processes up to the pace of today's retail environment. RIS news predicts that retail sales will only bounce back by 2.5% in 2010. If executive leaders want to catch up with the few innovative and successful retailers that are gaining speed, despite the tumultuous economy, they need to accept that change in their business processes is necessary.

## Top challenges now and moving forward

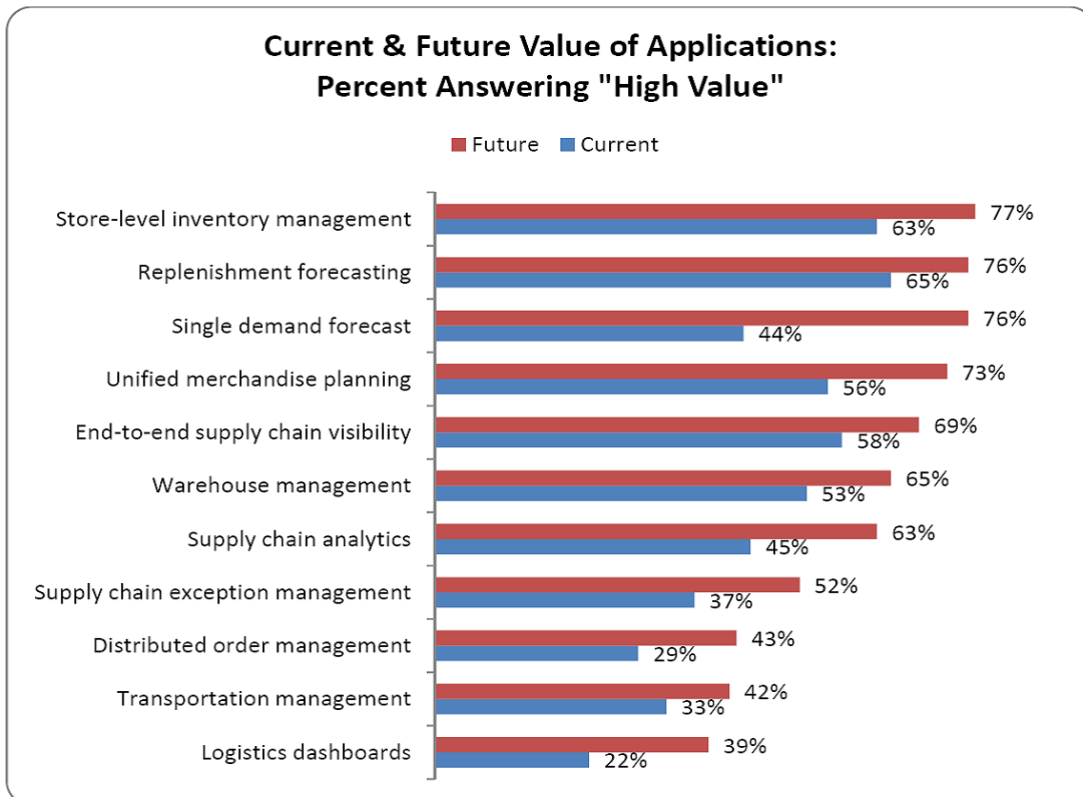
Consumer buying patterns today have become more unpredictable than ever, making past retail data and current forecasts irrelevant. This means that retailers need to have an intelligent way to understand shopper demand at a store, category and product level.

Some retailers seem to have given up with the belief that there is no better way than how they have been steering their business for the past 20 years, but those that acknowledge the challenges brought up by RSR will seek out the right solutions to create new business strategies and adopt better technologies.



Source: RSR Research, August 2009

## The most relevant and profitable technology



Source: RSR Research, August 2009

Be a leader, not a laggard. Compete for your shoppers, shareholders and employees and catch up to the pace of today's top retailers. **Get resources on how to adapt to the challenges of today's retail market [HERE](#) »**