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Woolworths partner with QUT to improve promotional stock availability

A joint research project between [QUT](#) and Woolworths is looking into improved stock ordering to provide better on-shelf availability to customers while also developing a more efficient model for planning promotions.

QUT [Professor Jan Recker](#), who was appointed Woolworths Chair of Retail Innovation 18 months ago, said QUT researchers have been working on a model to improve ordering efficiency.

"This will help Woolworths to order the right amount of promotional stock so they have neither empty shelves nor too much stock and resulting waste. The result is that the goods a shopper wants to purchase are always available, and savings are realised thanks to minimising waste.

"Helping Woolworths improve in this area is important to them. Understanding the right demand for promotions and the right supply is one of the trickiest challenges in retail, and often the most costly," Prof Recker said.

Managing Director of Supermarkets, Tjeerd Jegen said promotions are critical to customers.

"Promotions create excitement in our stores and consumers rightly expect us to have stock available. Our ability to reliably provide consumers with promotional stock is a key component to a better shopping experience at Woolworths and to deliver our promise of More Savings Every Day.

"Our work with QUT has provided us with a solid, evidence based approach to making further improvements in this area," Mr Jegen said.

"We found a way to identify only relevant items that store managers need to manage themselves, while an updated computer model can predict the bulk of an



Woolworths Chair of Retail Innovation, QUT's Professor Jan Recker, is leading research into the development of better systems that enable store managers to adapt to customers' changing needs.

average shopper's purchases," Professor Recker said.

"This literally slashes the time and costs of promotions.

"Generally, the new system enables a store manager to adapt to a customers' changing needs. It puts the customer at the centre of the process and trials to date show the new system is more accurately predicting customer demand," Professor Recker said.

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