

Case study

Space Planning, Floor Planning,  
Assortment Management



# Keeping Pets Healthy & Happy at PetSmart

## Results

- Real-time visibility to customer demand
- More effective localized assortments

## Keeping pets healthy and happy

With more than 1,600 stores and 55,000 associates in the United States, Puerto Rico and Canada, as well as a thriving online business, PetSmart, Inc. is the largest specialty pet retailer and the leading provider of competitively priced pet food, products and services designed to keep pets, and their owners, happy and healthy. To accomplish this, PetSmart offers a wide variety of proprietary and branded products, and has partnered with Banfield Pet Hospital to provide in-store veterinary services and more than 200 PetsHotel® dog and cat boarding facilities.

Keeping the best assortments of products stocked and effectively displayed on store shelves to meet evolving customer needs is a major challenge for PetSmart, one that is satisfied thanks to Blue Yonder's space planning, floor planning and assortment management solutions.

## Challenges

- Customer needs continue to evolve, making family-friendly localized assortments and space planning difficult to maintain across more than 1,600 stores
- PetSmart had previously lacked visibility to customer demand across its stores and online operations, making strategic planning difficult
- A continued focus on efficiency is critical for offering competitively priced products and services.

## Providing family-friendly assortments

Creating a best-in-class online experience while planning and stocking family-friendly, pet-focused stores requires thoughtful strategic planning and a great deal of efficiency and visibility across PetSmart's





operations. “Before we partnered with Blue Yonder, we had an opportunity to better meet customer needs for localized assortments and optimized merchandise financial plans.” – **VP of IS Enablement, PetSmart**

Today, Blue Yonder’s solutions give PetSmart real-time visibility for all parties involved in providing top-quality pet care, including the ability to adapt quickly to changes in customer demand. Through Blue Yonder’s space planning solution, PetSmart has the flexibility to match store merchandising to shoppers’ needs, creating pet-friendly retail stores with intuitive, easy-to-shop layouts.

### Improving visibility

Since many pet parents’ shopping journeys cross multiple channels, discovering new products online before making a purchase, PetSmart relies on Blue Yonder’s enterprise planning solution to gain market intelligence, giving them more visibility and control over inventory.

“Blue Yonder has supported PetSmart in enhancing the overall product assortment to our customers. We now have better visibility to our financial plans, and we can continue to improve delivery to our customers with the use of Blue Yonder solutions and services.”

### Solution benefits

- Real-time visibility to customer demand enables family-friendly localized assortments and the ability to quickly adapt as demand changes.

- Space, floor and assortment planning capabilities enable PetSmart to create effective localized merchandise plans and shelf displays
- Automated planning and planogram generation make operations more efficient and effective

### Blue Yonder’s expertise

“Thanks to this solid partnership, Blue Yonder continues to help PetSmart grow as a company. Our operational efficiencies have been enhanced and we’re able to support customer demand while having greater visibility that enables us to adapt.” – **VP of IS Enablement, PetSmart**

 Luminate Commerce

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