WVUE Fox 8: Holiday Supply Chain Outlook

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Claire Senot, associate professor of management science, appeared on Fox 8's Morning Edition to discuss the supply chain's impact on this season's holiday shopping. Senot said that with supply chain bottlenecks easing, consumers can expect discounts as retailers try to clear unwanted inventories.

> "Retailers use prices as a key lever to adjust demand based on the available supply. So if you have a very high level of inventory for items that were backlogged and you have consumers that are eager to shop early, that would result in a discount implemented early to take advantage of this consumer and get these items from perhaps last holiday season out the door and finally get some space in inventory for more current items."

To see the segment in its entirety, visit fox8live.com:

https://www.fox8live.com/video/2022/11/21/holiday-supply-chain-outlook/