Abstract

The purpose of this project is to create a standard layout for Patagonia retail stores. Currently, Patagonia has no standard layouts to follow when they update or open a new store; this has resulted in improper layouts and not fulfilling customers’ needs. This project will develop a way for Patagonia to solve both of these problems based on statistical engineering. The outcome of this project will result in a standard way for determining the optimal layout for new or updated Patagonia retail stores while meeting the business needs of the location.