



Presents

Best Practices in Demand Planning and Sales Forecasting One Day Workshop

In collaboration with APICS Northern New Jersey

Totowa, NJ
January 13, 2011

Improve your forecasts with industries best practices!

Presented by Dr. Mark Chockalingam

Top 10 Demand Planning Mantras:

GIGO – Define your demand history right before developing forecasts and plans.

All you need to know about forecasts, you need to start from the Data Garden. Understand your data and make appropriate adjustments before beginning the forecast process.

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Manage by Exception! 20% of your products and customers drive 90% of your revenues, sales volume and profits. The 90-20 rule.

If you have a choice, the KNOW the future, so you don't have to forecast it!

Register today at www.DemandPlanning.net or call us at (781) 995 0685 !

One Day Workshop



Abstract

Organizations spend a lot of time and resource on forecasting efforts to improve the accuracy of the demand forecasts that are used in their supply chain. The practices adopted by these organizations and a poor process design can actually hamper your goals of an accurate demand plan and a lean supply chain process.

This workshop will cover the top ten best practices to adopt to improve demand planning and create supply chain efficiencies. We will also address the worst practices in demand planning so you can steer clear of these inefficient processes.

To make workshop interactive, we request all registrants to email us the following after you complete your registration:

1. Your best practice in Demand planning and Sales Forecasting. This should be one or two sentences that describe what you consider a best practice that has resulted in tangible results.
2. One question to the speaker to be addressed during the workshop.

Demand Planning is the science of accurately forecasting the demand for your supply chain. An accurate demand plan helps you reduce inventory costs and increase customer service levels. When properly implemented and used in the Value Chain Process, the demand plan helps create a lean and customer centric supply chain.

Who Should Attend?

1. Demand Planners
2. Forecast Analysts
3. Forecasting Managers
4. Director of Forecasting and Demand Planning
5. Director of Value Chain
6. Analysts in the Supply Chain
7. Inventory Planners
8. Operations Planners
9. Financial Analysts
10. Director of Logistics
11. Director of Customer Service

About The Presenter

Mark Chockalingam, Ph.D

Dr. Mark Chockalingam is Founder and President, Demand Planning LLC, a Business Process and Strategy Consultancy firm. He has conducted numerous training and strategy facilitation workshops in the US and abroad, and has worked with a variety of clients from Fortune 500 companies such as Wyeth, Miller SAB, FMC, Teva to small and medium size companies such as Au Bon pain, Multy Industries, Ticono- a division of Celanese AG.

Prior to establishing his consulting practice, Mark has held important supply chain positions with several manufacturing companies. He was Director of Market Analysis and Demand Planning for the Gillette Company (now part of P&G), and prior to that he led the Sun care, Foot care and OTC forecasting processes for Schering-Plough Consumer HealthCare. Mark has a Ph. D. in Finance from Arizona State University, an MBA from the University of Toledo and is a member of the Institute of Chartered Accountants of India.

One Day Workshop Agenda



8:00 AM Registration & Introduction

8:30 AM 1. GIGO – Define your demand history right before developing forecasts and plans.

9:15 AM 2. All you need to know about forecasts, you need to start from the Data Garden. Understand your data and make appropriate adjustments before beginning the forecast process.

- Data Analysis for forecasting
- Data Requirements for Demand Planning
- Graphical review of the Data
- Central Tendency and measures of Dispersion
- Outliers and Missing Data
- Structural Changes and Data Shifts

10:00AM 3. Measure to mature! You cannot improve the process unless you measure where it is right now. Design and deploy the right set of demand Metrics.

- Importance of measuring forecast performance
- Management Reporting and Continuous Improvement
- Measurement Methodology
- Mean Absolute Deviation (MAD)
- Mean Percentage Error (MPE)
- Mean Absolute Percentage Error (MAPE or PMAD)
- Forecast Bias and Sku Mix Error (SME)

10:45 AM Mid-Morning Break

11:00 AM 4. Know your Stats. It helps to start with a good statistical modeling tool to develop baseline forecasts.

- What is a Forecast Model?
- Introduction to Demand Components
- Ex-Ante versus Ex-Post Forecasting
- Hold out Sample Methodology
- Optimal Model Selection

1:00 PM

Lunch Break

1:00 PM

Group activity – Worst practices in forecasting (45 minutes)

1:45 PM

5. Define a monthly process!

2:15 PM

6. Don't do the same thing every month. Forecast by Exception!

SKU segmentation by volume and volatility and other criteria

Modeling and forecast implications for Segments

3:00 PM

7. Assess and quantify your promotion. Get promotional intelligence and do event planning.

- Baseline vs. event forecasting
- Introduction to Box-Jenkins Models
- Multiple Linear Regression Models

3:30 PM

Mid-Afternoon Break

3:45 PM

8. Be pro-active and responsive in planning ahead. Ask what is our action plan for risks and opportunities to the latest forecast.

4:15 PM

9. Manage by Exception! 20% of your products and customers drive 90% of your revenues, sales volume and profits. The 90-20 rule.

4:45 PM

10. If you have a choice, the KNOW the future, so you don't have to forecast it!



Pricing \$445: Early bird pricing of \$395 going on now until December 15th

To register for this tutorial, visit www.DemandPlanning.net.
Contact us today at (781)-995-0685, or via Email at info@DemandPlanning.net

About Demand Planning, LLC.

Demand Planning, LLC is a consulting boutique comprised of seasoned experts with real-world supply chain experience and subject-matter expertise in demand forecasting, S&OP, customer planning, and supply chain strategy.

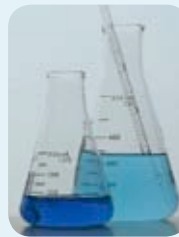
We provide process and strategy consulting services to customers across a variety of industries: pharmaceuticals, CPG, High-Tech, Foods and Beverage, Quick Service Restaurants and Utilities.

Through our knowledge portal Demand Planning.Net, we offer a full menu of training programs through in-person and online courses in Demand Forecast Modeling, S&OP, Industry Forecasting, collaborative Forecasting using POS data.

Demand Planning.Net, also offers a variety of informational articles and downloadable calculation templates, and a unique Demand Planning discussion forum.

A Sample of Workshop Clients

Abbott Labs	Miller SAB
Au Bon Pain	New Balance
Campbell Soup	Nomacorc
Celanese AG	Nstar
Clorox	Pacific Cycles
Eastman Kodak	SAB Miller
FMC Corporation	Skyworks Solutions
F. Schumaker	Smead
Hewlett Packard	Teva Pharmaceuticals
Honeywell	Texas Instruments
Lifetime Products	Wyeth (Pfizer)
McCain Foods	Juhayana



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