

## DEMAND MANAGEMENT MASTERCLASS



Demand planning is a cross functional process of demand forecasting, which ensures supply for products while minimizing excess.



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## **COURSE OVERVIEW**


Demand Planning includes avoiding supply chain disruptions in order for products to be delivered according to customers' needs and demands. The ultimate goal of demand management is to ensure availability of adequate inventory to meet customer demand without having an excessive surplus. This leads to an increase in profitability, customer satisfaction, and efficiency gains.

## **FUNCTIONS OF DEMAND MANAGEMENT**

Demand management requires aligning with consumer trends, historical sales and seasonality data amongst other factors. It also looks at constantly changing circumstances or factors that affect demand, which include regulatory changes, economic shifts, changes in labour force, natural disasters, weather patterns and disease outbreaks like the Covid 19 Pandemic.

## **TODAY'S DEMAND MANAGEMENT PROCESS**

Most businesses and functions are now going digital, and this is no different for supply chain and demand planning. Advances in machine learning within the supply chain are making it possible to avail forecasts in realtime, allowing lean inventory holding, and successfully meeting customer demand.



## **COURSE OBJECTIVES**

The objectives of this course are to empower professionals and experts with:

- In-depth knowledge and understanding of Demand Planning and Demand Management.
- The required skill and knowledge to accurately plan and forecast.
- Knowledge of the right amount of inventory to meet customer demand.
- Understanding of how to not incur shortages or waste money on making and storing surplus inventory.
- The required confidence and experience to partake in devising an effective Inventory Management Strategy.
- The required awareness and approaches to choose the best-suited planning methods.
- Ensuring the workforce is equipped to help the organisation to gain maximum benefit from its supply chain processes.
- An overview and an understanding of the value chain in inventory management.
- A sense of pride in playing an important part in increasing organisational profitability.

## **ORGANISATIONAL BENEFITS**

Through this course, organisations will benefit:

- An efficient demand forecasting system, which will drive the costing and planning of raw materials.
- A better planning process which facilitates procurement to release timely purchase orders to suppliers.
- Better utilization of capacity and adequate allocation of resources.
- Optimization of inventory levels and a reduced 'Bullwhip' effect across the Supply Chain.
- Improved and effective distribution planning and logistics.
- Increase in customer service levels and a better product lifecycle management.

# PERSONAL BENEFITS

**Through this course, professionals involved within the Demand Management Process will gain:**

- Increased understanding and knowledge of all aspects of Demand Management.
- Greater skills and understanding to effectively manage international collaborations and communications to transfer of information to various departments.
- Improved skillset and capabilities to perform statistical data analysis and data modelling.
- Increased potential to effectively manage change in demand with minimal-to-no impact on operations.
- Effective decision making and strategic skills to analyse data, and to make the most effective and best-suited operations.
- Improved knowledge and skills for managing Demand Management Systems and software, gain familiarity with Enterprise Resource Planning (ERP) systems, which will eventually be the source of data.
- Enhanced perspective and foresight to effectively assess future risks so that they do not negatively impact the organisation.
- Increased knowledge and awareness on industrial best practices.

## TRAINING METHODOLOGY

This course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. The training course is highly class-work based and will prompt delegates to reflect on their current practices. The facilitator will guide and facilitate learning using a wide variety of methods including direct input, discussions, case studies and group work.

# WHO SHOULD ATTEND?

- Senior management of organisations who would like to understand the importance of demand planning & management.
- Supply Chain Managers, Planning and Forecasting Managers and Inventory Managers wishing to reinforce their understanding on the subject.
- Demand Planners responsible for the demand planning operations of the organisation.
- Supply Chain Professionals who need to get an overview and understanding of the varied aspects of Demand Management.
- Purchasing, Procurement, Inventory, Sales and Project Personnel.
- Professionals who are involved in the planning, evaluation, preparation, and management of demand.

## COURSE OUTLINE

The course will cover the following areas that are critical to demand planning and management:

### Session 1: Demand Management Overview

- Overview of Demand Planning
- Definition of Demand
- Sources of Demand
- Definition of Demand Management
- Customer of the Demand Plan
- Benefits of Demand Planning
- The Bullwhip Effect
- Challenges in Demand Planning and management

### Session 2: Role of the Demand Planning Unit/ Department

- Demand Planners Role, Responsibilities, and Expectations
- Demand Management within Supply Chain.
- Effective Demand Planning Process, characteristics and behaviours.
- Integration with Planning & Control function.
- Best Practices, Examples, and Principles

### Session 3: Demand in the Supply Chain

- Understanding the Supply Chain.
- Customer Segmentation.
- Knowing the Needs/Demands of the Customer.
- Pareto Law in Identifying Product classification.
- Location of Inventory

#### **Session 4: Factors affecting demand**

- Seasonality
- Competition
- Types of goods
- Geographic Area
- Economic Shifts
- Regulatory Changes
- Weather
- Nature Disaster
- Disease outbreak

#### **Session 5: Demand Management**

- Understanding the Principles of Managing Demand.
- Stock Turnover Rate.
- Customer Service.
- Cost of Operations.
- Measuring the Effectiveness of the organisation's Demand System.
- How to use the measurements.

#### **Session 6: The "push" vs "pull" philosophy**

- Push Strategy
- Pull Strategy
- Hybrid System
- Advantages and Disadvantages of Pull System

#### **Session 7: Demand Planning**

- Hierarchy of Planning
- Aggregate Planning
- Different Types of Demand Planning
- Data sources: Internal and external
- Maintenance & Inventory Planning
- Master Scheduling
- Sales and operations strategy

#### **Sessions 8: Approaches to Demand Planning**

- DDMRP
- S&OP
- IBP

#### **Session 9: Forecasting**

- The four pillars of Forecasting
- Principles of Forecasting.
- Quantitative and Qualitative Forecasting.
- Probabilistic forecasting.
- Moving average demand.
- Linear regression.
- Seasonal trends.
- Sales forecast.
- Tracking Forecast Accuracy.
- Determining Safety Stock.

#### **Session 10: Product lifecycle Management (PLM) Overview**

- Product definition.
- Product attributes to consider when planning
- VFQ for product management.
- Product Lifecycle Project Phases.
- Product strategies that incorporate into Demand Planning.

#### **Session 11: Performance Measurements**

- How to use Performance Measurements
- Monthly Planning Cycle
- Demand Plan Accuracy Measurement
- When to Measure
- Planning Strategies
- Process Measurements Examples

#### **Session 12: Inventory Management**

- Introduction to Lean and 5S.
- Periodic Stock Take.
- Cycle Counting.
- Perpetual Recording.
- Barcodes to Manage Inventory.
- RFID for Inventory Movement.
- Inventory Accounting.

### Session 13: Demand Planning Best Practices

- Get buy-in and demand accountability.
- Have accurate inventory data.
- Demand sensing /Assessing factors affecting demand.
- Actively shaping demand with marketing, promotion, and pricing tools.
- Due diligence when choosing & implementing the right demand planning software.
- Improvement Methodology and Mindset.
- Addressing Critical Issues.
- Case Studies and hands-on exercises

### Session 14: The Future of Demand Planning in Supply Chain Management

- Current vs Future Trends.
- Accurately predicting demand trends.
- Technology advancements.
- Machine Learning and AI.
- ERP Systems.



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## MEET YOUR FACILITATOR

**MHANQWA MANDLA JAMELA**

**MPA: PUBLIC ADMIN & SOCIAL SERVICE  
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**DBA (UNI ANTHEA- SPAIN) THESIS ONGOING**

**PHD ANTHROPOLOGY (ONGOING) EXPLORING  
MODELS OF ECONOMIC INEQUALITY AND THE  
IMPACT OF MENTAL HEALTH AND PHYSICAL  
HEALTH OUTCOMES**



More Information

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