

## An Introduction to Demand Management and Planning

Duration: 1 day

Private or In-Company bookings only

Producing a forecasted plan of future demand is not just a science, it is an art.

This course is designed to introduce the key concepts and core requirements needed to enable a business to compile a robust business plan.

### Introduction to Demand Management and Planning Course Objectives:-

This introduction to Demand Management and Planning course will provide participants with the tools to map a process that will best suit their business, the disciplines required to enable the process and advice on appropriate key performance indicators.

#### Having completed this introduction to demand planning course, participants will be able to:

- Identify the factors that influence demand
- Identify influences on demand and where it originates
- Recognise the benefits of a robust forecasting process and the ingredients required
- Understand skills and competency requirements and the need to define clear roles and responsibilities
- Identify how the demand plan is best integrated into the business plan
- Identify how to implement the demand planning process and an awareness of potential obstacles and barriers
- Understand the requirements for a practical approach to demand planning
- Identify meaningful measures for the process

#### Introduction to Demand Management and Planning Course Content:

- Context for demand planning
- Approaches to demand planning
- Factors that affect planning
- Requirements for a robust process
- Roles and responsibilities
- Inputs and outputs
- Obstacles and barriers
- Measurements and KPIs
- Next steps

#### Course Prerequisites:

Delegates on this introduction to demand management and planning course are asked to prepare a map of their current planning process. This is to give you something meaningful to work with during the day and will help in identifying improvements that can be made to your current process.