

Demand Planning



Demand Planner

- Validate historical demand and remove outliers
- Make adjustments to baseline demand per trade promotions, non-revenue sales, and other disruptions to the plan
- Review and select appropriate "like" products to assign to new product / end-of-life SKUs
- Collaborate with customers, channels, and other functions with the organization to revise demand forecast
- Review metrics and select appropriate forecast method
- Build final consensus demand forecast



Demand Planning Management

- Review and approve consensus demand forecast
- Review and revise inputs from sales and marketing / finance

Demand Planning



Sales / Finance / Marketing Management

- Collaborate and review consensus demand forecast
- Provide inputs to adjust plan as required
- Sign off on any adjusted plans



Operations Management

- Review final adjusted plans
- Incorporate final adjusted forecast into operations plans