

# FORECASTING AND DEMAND MANAGEMENT



## RECOMMENDED FOR

Practitioners in medium to large businesses involved in:

- Setting Safety Stock levels
- Achieving high Customer Service
- Managing and reducing inventory levels
- Forecasting Activities
- Sales and Marketing
- Demand and Distribution Management
- New product introductions
- Range & Business rationalisations
- Master Scheduling
- Pre-S&OP or S&OP processes

## OBJECTIVES

This course will provide you with a step by step approach to achieving improvements in your forecasting process, the mistakes to avoid and sure fire approaches that will reduce your forecasting effort.

Accountabilities and cross functional links will be discussed to enable you to assess the quality of your current processes against world class checklists.

Options on "where to meet the customer" will also be addressed, including the strategies associated with setting safety stocks, your product offering and a way of simulating stock levels using excel.

## OUTCOMES

- Understand the Demand Management process
- Acquire the knowledge of basic and advanced Forecasting techniques and approaches

- Determine which techniques and approaches are applicable to your organisation
- Develop what is needed to put them in place, and how they will impact other functional areas of the company.
- Create a plan to improve forecast accuracy and customer service levels
- A new forecasting and safety stock approach

## FORMAT

This is an interactive seminar where practical examples will be presented and discussed for use within your own company. The emphasis will be on teamwork, not formulas; forecast less, not more; focus on process improvement, not forecast accuracy. Use your own numbers to compare against your current forecasts.

## CONTENT

- Aggregate Forecasting for Sales & Operations Planning
- Forecasting, order entry & Forecast Accuracy approaches
- Developing forecasts using your new forecasting software
- How to identify & stamp out deliberate Forecast inaccuracy
- Implementing Safety Stock strategies using effective, proven approaches such as:
  - *Simple Pareto*
  - *Complex Pareto*
  - *Statistical*
  - Reinvigorating your product range
  - *Is that business really worth the effort?*

- *Why new products fail & one way to fix it*

- Using the safety stock simulator
- The link to operations and purchasing
- Performance Measurement issues
- Best Practice checklists

## COURSE PRESENTER

Phil Heenan is a CFPIM & CSCP and past apics National President. His Management Career includes roles as the Group Logistics Manager and Class A MRPII/DRP Project Manager. He has been educating and coaching organisations on profit improvement since 1988.

His client list includes an enviable list of Best Practice companies who have publicly presented the results of Phil's approach. He is a contributing author to the *Gower Handbook of Logistics Management* and the *S&OP Best Practices* book.

Phil is an experienced practitioner, business coach and educator and communicates effectively through all levels of management. He is the current Victorian apics President.

Check Phil's testimonials at [www.heenan.com](http://www.heenan.com)

**FREE SOFTWARE  
TO ALL ATTENDEES**

**Forecasting & Demand Management. Time & Date:** Wednesday 24 November 2010, 9am - 5pm

**Venue:** Suite 8, 79 Chetwynd Street, North Melbourne.

**REGISTRATION  
FORM**

Fees: (please tick)  Member \$715 (GST inc)  Non Member \$935 (GST inc). Please fax back to **apics victoria** on 03 9328 1100

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_ Company: \_\_\_\_\_

Address: \_\_\_\_\_ Postcode: \_\_\_\_\_

Tel: \_\_\_\_\_ Email: \_\_\_\_\_