

Assumptions - The Key to Successful Demand Planning

written by Lauri Moon | July 13, 2020

No manufacturer can operate effectively without accurate and responsive demand planning. Poor demand planning results in overstock, lost revenue, and ultimately lost customers. How can you craft the most accurate Demand Planning for your organization?

The fabric of your demand plan is your assumptions. They describe the very things that make it a plan—the sales and marketing activities that will be undertaken to generate demand.

In a best practice process of achieving consensus to a plan, the best story usually wins. It is a truth that frustrates many demand planners who come armed only with analytics, and without clear assumptions. Come join us in a discussion of how you can craft the right stories and weave the strongest fabric of your demand plan.

In this session you will learn:

- The vital role assumptions play in reaching consensus on a demand plan
- Methods for documenting and presenting assumptions
- The link between assumptions, risks, and opportunities
- Putting it all together to support scenario planning

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