

Demand planning (incl FC)

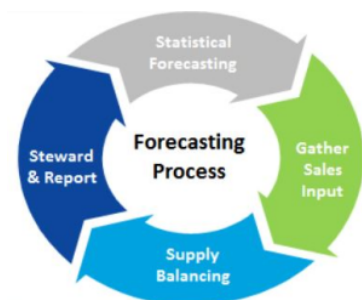
Demand planning



Demand planning is initial process included in the S&OP process.

The APICS definition is as follows; demand planning - A process of combining statistical forecasting techniques and judgment to construct demand estimates for products or services (both high and low volume; lumpy and continuous) across the supply chain from the suppliers' raw materials to the consumer's needs.

Forecasting, Forecast accuracy metric see playbook



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