



*Valtitude*

# RETAIL FORECASTING

## UNDERSTAND YOUR POS!



### IMPROVE YOUR POINT-OF-SALE (POS) FORECASTS AND RETAIL REPLENISHMENT

Are you a small supplier shipping to Wal-mart, Target, Costco, or other Retailers?

\$1 OFF

Are you leveraging the Retail Link or Partner's On-line Data to improve your sales and profits?

\$2 OFF

Are you under pressure to improve in-store Stock levels?

\$.25 OFF

Do you want to improve your POS forecasts and service levels?

\$1 OFF

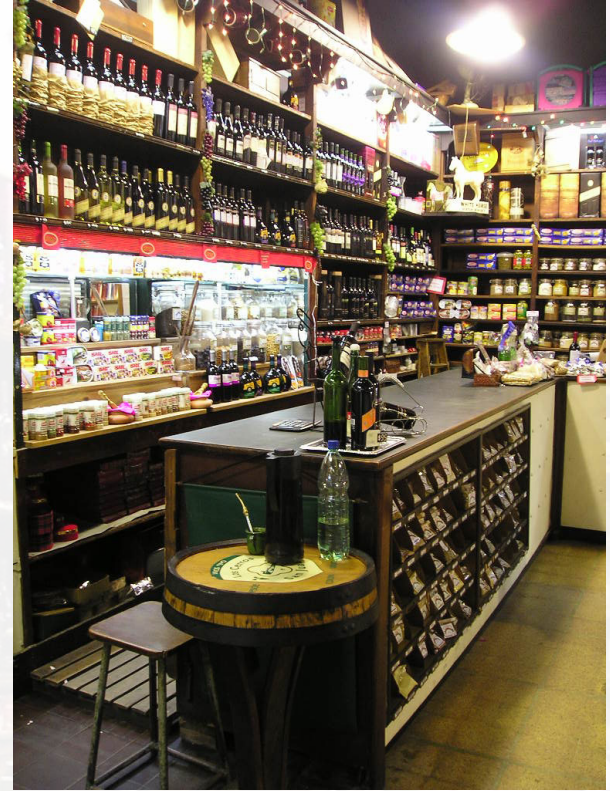
If the answer is Yes to any of the above, then Demand Planning LLC has and a cost-effective solution for you.

## FORECASTING FOR RETAIL SUPPLIERS

CPG/FMCG companies are faced with a changing retail landscape dominated by a few large retailers – Walmart, Target, Costco, Food and Grocery and Drug - and higher uncertainty from consumer preferences and retail promotional policies. Just a few of your customers can exert a great influence on your planning, logistics and execution processes.

However, the large retail customers have also created the infrastructure and the technology that provides retail shelf take-away data plus enhanced visibility into the inventory positions at both store as well as warehouse. The key is for the retail suppliers to leverage both consumption data and inventory data to create accurate demand plans.

Demand Planning provides application oriented consulting that will set up a Forecasting and Planning Tool and deliver a customized template that will help you hit the ground running in three weeks – just 3 Weeks!



- ❖ Create a demand-driven pull forecast that incorporates the effects of changes in market, consumption patterns, and inventory cycles.
- ❖ Solve your data challenges for retrieval, archiving and organizing POS data from Walmart, Target, Costco and other syndicated sources such as IRI and Nielsens
- ❖ Enable forecast aggregation so you can forecast customer-location, as well as brand level forecasting top-down, middle-out and bottom-up methodologies.
- ❖ Displays, floor stands, tabs, in-Store offers – No problem! Use our powerful event modeling methodologies to accurately predict event lift.

# CONSULTING MODEL

## HOW MUCH DOES IT COST?

Our bundled offering includes One Software license plus consulting to implement the software, develop the models and templates and train your planners. Please call us for a quote today.

## TARGET INDUSTRIES THAT WOULD REAP MAXIMUM BENEFIT:

- Consumer Packaged Goods
- FMCG
- Fashion and Apparel
- Consumer Electronics
- Consumer Health Products
- Food and Beverage
- Home Goods/Decore
- Sporting Equipment
- Other Retail Suppliers

## WEEK | PROCESS

### one

- Review top line data model and current planning process.
- Obtain the POS and shipment data streams for proto-typing.
- Interviews with Key managers and the Retail Planner responsible for the account.

### two

- Analysis of POS and Shipment data
- Forecast Modeling of a sampling of SKUs
- Develop Replenishment Template that triangulates
- Shipments using POS forecasts and inventories.
- Develop Accuracy, Delta and Exception Reports

### three

- Develop Training Binder
- Process Recommendations to Management
- On-Site Training for the Planner to use the revised process in the customized forecasting tool

## What do you get?

1. An efficient process with streamlined monthly workflow
2. Forecasting Software application and templates
3. Training



# ABOUT US

## We Serve:

Abbott Labs  
AVON  
Ahold USA  
Avery Dennison  
BAE Systems  
BASF  
Cabot Creamery  
Campbell Soup

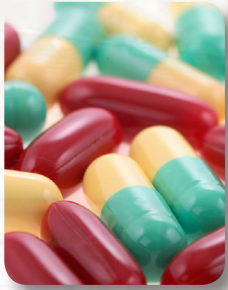
Celanese AG  
Clorox  
Eastman Kodak  
F. Schumaker  
FMC Corporation  
Glatfelter paper  
Grace Foods  
Harley Davidson

Hershey's  
Hewlett Packard  
Honeywell  
Hypertherm, Inc.  
IMP Aerospace  
John Deere  
Johnson & Johnson  
Juhayana

KNEX  
Kraft Foods  
Labatt Foods  
Labatt USA  
Lifetime Products  
Limited Brands  
McCain Foods  
New Balance

Newell Rubbermaid  
Nomacor  
NSTAR Electric  
NTN USA  
Optos Inc.  
OSRAM Sylvania  
Pacific Cycles  
Pizza Hut

SAB Miller  
Sappi Fine Paper  
Skyworks Solutions  
Sunovion  
Teva Pharmaceuticals  
Texas Instruments  
US Navy  
Pfizer



## About Us

Demand Planning, LLC is a consulting boutique comprised of seasoned experts with real-world supply chain experience and subject-matter expertise in demand forecasting, S&OP, Customer planning, and supply chain strategy.

We provide process and strategy consulting services to customers across a variety of industries: pharmaceuticals, CPG, High-Tech, Foods and Beverage, Quick Service Restaurants and Utilities.

Through our knowledge portal Demand Planning.Net, we offer a full menu of training programs through in-person and online courses in Demand Forecast Modeling, S&OP, Industry Forecasting, collaborative Forecasting using POS data.

Demand Planning.Net, also offers a variety of informational articles and downloadable calculation templates, and a unique Demand Planning discussion forum.

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