



## CERTIFIED FORECASTER AND DEMAND MANAGEMENT

<b>Course</b>	<b>Demand Management</b>
<b>Instructor</b>	<b>Certified American Academy Instructor</b>
<b>Recognition</b>	<b>ANSI, CHEA, NOCA, ICE, ACBSP, DIKTI</b>
<b>Descriptions</b>	<p>Demand is the starting point of supply chain. But in traditional supply chain management, enterprises focused on the operational level optimization, which makes the demand management far behind other functions. Especially in today's competitive era, the demand accuracy will directly affect operational costs and customer satisfaction, while the demand department is almost the most blamable and helpless one. The lack of quality historical data, analysis tools, assessment standard, confidence in holding market change are common causes poor quality of demand, but the most fundamental reason is “negligence of planning, over emphasis on execution” .</p> <p>This training will consist of a series of customized professional courses, and focuses on cultivating demand management talents who will have both strategic management view and practical capability.</p> <p>The American Academy of Project Management (AAPM) offers a certificate program with the goal of facilitating improved forecasting practices in organizations. We encourage professionals across the world to training programs embracing the best forecasting principles. This program brings benefits for both the individual forecaster and the organization by:</p> <ul style="list-style-type: none"> <li>• Ensuring that business forecasting is state-of-the-art. The certification is awarded to experts who demonstrate good understanding and use of the forecasting process, methods and best practices.</li> </ul>

	<ul style="list-style-type: none"> <li>• By employing AAPM<sup>®</sup> certified forecasters this guarantees the level of knowledge and skills, simplifying the creation of a team of forecasting experts that can offer to organisation a unique competitive advantage.</li> <li>• The result is superior, transparent and credible forecasts that can improve decision making and operations company-wide.</li> </ul> <p>The AAPM<sup>®</sup> certification process, administered by GAFM Board, identifies to the public that those individuals who have been authorized to use the AAPM<sup>®</sup> certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.</p> <p>The course is enriched with actual appraisal case studies which are aimed toward the enhancement of participants knowledge and the appraisal processes insights, and capability to cope with professional certification.</p>
<p><b>Objectives</b></p>	<ul style="list-style-type: none"> <li>• Upon the completion of the workshop participants shall benefit from the course such as:</li> <li>• Understand impact of demand management on business performance and related KPI selection.</li> <li>• Establish effective demand management system and operational process for enterprises based on industry characteristics.</li> <li>• Master basic statistical techniques and their application and other important forecast techniques.</li> <li>• Build executable performance metrics system based on reasonable KPIs.</li> <li>• Define promotion forecasting management process, and master techniques of various promotion forecasting.</li> <li>• Define forecasting management procedure for new products, master techniques and application of new products forecasting</li> <li>• Grasp historical data cleaning skills and method to establish sound baseline forecast.</li> <li>• Grasp techniques of setting up sales target and related sale target disaggregation skills.</li> </ul>

	<ul style="list-style-type: none"> <li>• Understand how to encourage the sales, marketing and customer to actively and collaboratively participate in the prediction process.</li> <li>• Understand the industry benchmark, and find areas to improve through the industry case studies sharing.</li> <li>• Through real case studies, systematically grasp demand forecasting theory and Practice.</li> </ul>
<b>Target Audience</b>	The Course is intended and designed for professionals working in the area such as: Demand management, University lecturing (academics), Sales, Marketing, Operations, Finance, Customer Service.
<b>Duration</b>	3 Days
<b>Course Contents and Descriptions</b>	
<b>Day-1</b>	<b>Demand Management Overview, Value &amp; Metrics</b> <ul style="list-style-type: none"> <li>• Demand-Driven Supply Chain Vs. Traditional Supply Chain</li> <li>• Business scope &amp; value of demand forecasting management Strategic Vs. Tactical demand forecasting management</li> <li>• Constrained demand Plan &amp; Replenishment Plan</li> <li>• Synchronize finance forecast with supply chain forecast</li> <li>• Understand the multi-dimension of assessment views</li> <li>• Understand the pros &amp; cons of various KPI metric</li> <li>• Understand how to select the best fit KPIs by various industry</li> </ul>
	<b>Establish &amp; Optimize Demand Accountability</b> <ul style="list-style-type: none"> <li>• Understand relationship between demand forecast &amp; sales plan</li> <li>• Understand 3 roles in demand forecasting management</li> <li>• Understand how can be a qualified demand owner</li> <li>• Understand how to gain commitment from forecast supporters Typical working calendar of demand and S&amp;OP owner</li> </ul>
	<b>Demand Management Processes</b> <ul style="list-style-type: none"> <li>• Best planning process under a complete accountability</li> </ul>

	<ul style="list-style-type: none"> <li>• Define the planning period based on promotion lead time</li> <li>• Input &amp; output in forecasting procedures (S&amp;OP meeting)</li> <li>• Forecasting meeting (S&amp;OP) shareholders and topics</li> <li>• How supply chain involved in forecast to achieve finite forecast</li> <li>• Set up communication platform based on data and facts Collaboration effect in forecasting and S&amp;OP process</li> <li>• Forecasting process is more important than forecasting results</li> </ul>
<p><b>Day 2</b></p>	<p><b>Demand Forecast Management Techniques</b></p> <ul style="list-style-type: none"> <li>• Forecasting by classification of product and customer</li> <li>• Understand internal &amp; external factors of demand forecast</li> <li>• Understand adjustment note is more important than data</li> <li>• Master typical statistical techniques' logic &amp; usage</li> <li>• Understanding of the historical data correction (Outlier)</li> <li>• Understand how to apply trends damping technology learn how to do forecast simulation &amp; best fit model selection</li> </ul>
	<p><b>Promotion &amp; New Product Forecasting Methodologies</b></p> <ul style="list-style-type: none"> <li>• Promotion forecasting accountability and planning process</li> <li>• Baseline forecast, promotion forecast &amp; promotion plan</li> <li>• Cannibalization effect in promotion forecast</li> <li>• Promotion evaluation and ROI rating</li> <li>• NPI (Phase-out) forecasting accountability and planning process</li> <li>• Understand new product forecasting model (Liking model)</li> <li>• Assumption based scenario planning in NPI forecasting</li> </ul>
<p><b>Day 3</b></p>	<p><b>Fundamental of statistics</b></p> <ul style="list-style-type: none"> <li>• Statistics introduction</li> <li>• Qualitative statistics techniques</li> </ul>

	<ul style="list-style-type: none"> <li>• Quantitative statistics techniques – Regression methods</li> <li>• Quantitative statistics techniques – Time series methods</li> <li>• Statistics evaluation and composite statistics application</li> </ul>
	<p><b>Master application of 17 classic statistical models</b></p> <ul style="list-style-type: none"> <li>• This section will introduce 17 classic statistical techniques, business logic &amp; application skills through system simulation and you will learn how to select the best model based on history pattern, as well as the basic skills of how to optimize the model parameters based on changes in the statistical errors. This includes:</li> <li>• Master 17 typical statistical techniques’ logic &amp; usage</li> <li>• The difference between time series &amp; regression models</li> <li>• Understanding of the historical data correction (Outlier)</li> <li>• Understand how to apply trends damping technology</li> <li>• Understand new product forecasting model (Liking model)</li> <li>• Understand cannibalization technique in promotion forecasting</li> <li>• Understand the principles and applications of statistical errors calculation (ET, MAD, MAPE, MSE, TS etc.)</li> <li>• How to select Best Fit model for the business</li> </ul>
	<p><b>Training on statistical forecasting techniques application</b></p> <ul style="list-style-type: none"> <li>• History cleaning manually or automatically (outlier)</li> <li>• How to select forecasting model type via history pattern.</li> <li>• Practice how does forecasting model parameters work.</li> <li>• How to run forecasting simulation and get best fit model.</li> <li>• What does different statistic errors mean in model selection.</li> </ul>
<p><b>Case Studies</b></p>	<p>Case-based discussions will be conducted with topics related to the subjects of training. Exam exercises and questions evaluation.</p>