

GLOBAL SHOE COMPANY – CHINA

SITUATION: CHANGE IN BUSINESS MODEL FROM MANUFACTURER AND EXPORTER TO A COMPANY SERVICING CHINA AND APAC REGIONS REQUIRED PROPER TRAINING OF MARKETING, SALES, DEMAND AND SUPPLY PLANNERS.

Demand Planning Vision

- Change of the business concept required proper understanding of demand planning and S&OP processes for the new team of marketing, sales and demand planning teams

Critical Success Factors

- Demographics of individual regions was not understood well and needed to be incorporated into the process to secure success
- On-going training for all employees
- Demand planners needed to be trained of basic to mid-advanced statistical forecasting techniques
- Finance, sales, marketing and entire supply chain management teams needed to be trained on S&OP, collaboration and best practices of demand planning processes

Results

- Analyzed the business environment in China and APAC
- Developed and delivered training to all process stakeholders
- Developed and delivered extensive training to demand and supply planners from all markets