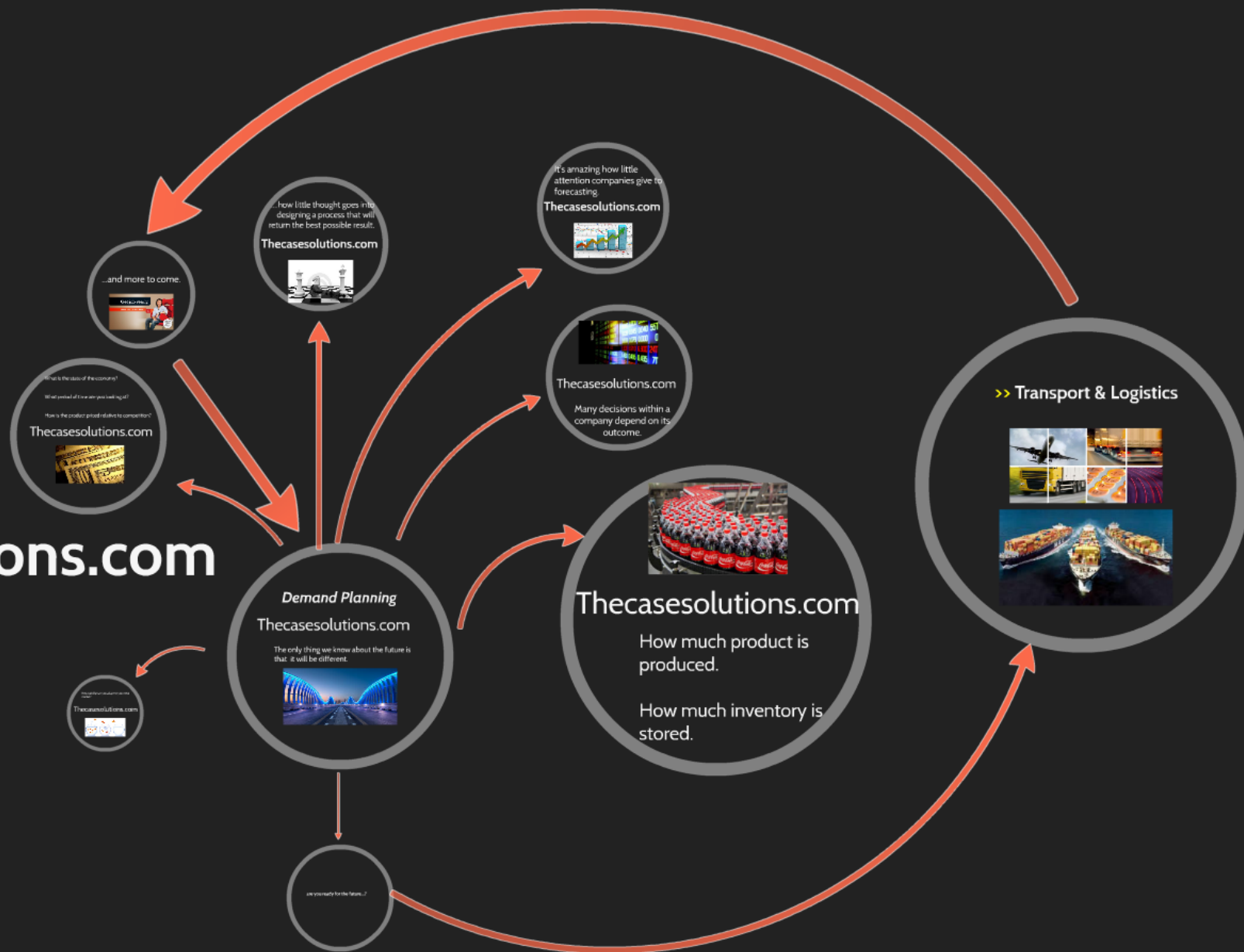
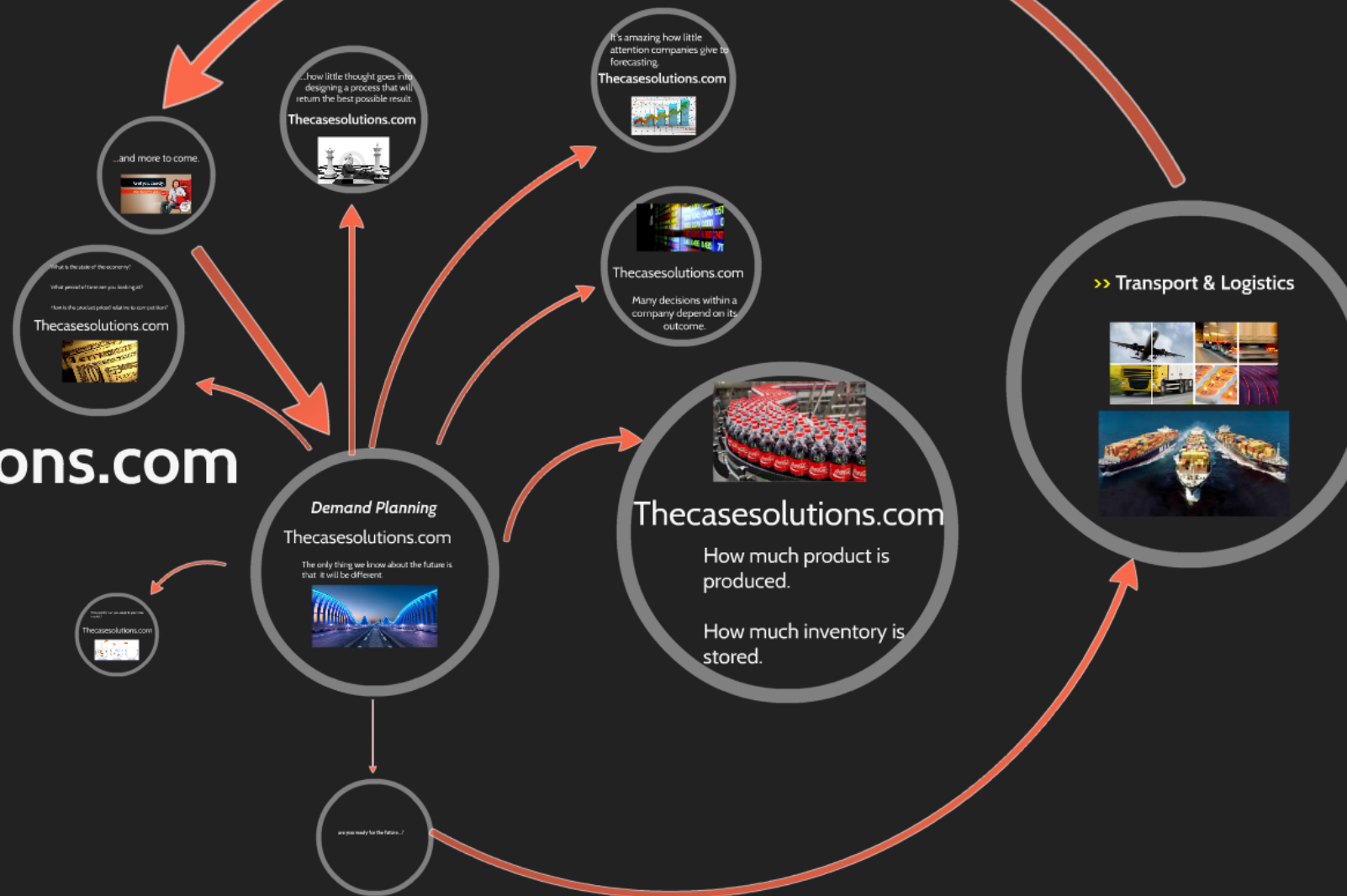


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# *Demand Planning*

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The only thing we know about the future is  
that it will be different.



How quickly can you adapt to your new market?

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What is the state of the economy?

What period of time are you looking at?

How is the product priced relative to competition?

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Many decisions within a  
company depend on its  
outcome.



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How much product is  
produced.

How much inventory is  
stored.



It's amazing how little  
attention companies give to  
forecasting.

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....how little thought goes into  
designing a process that will  
return the best possible result.

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