

List of Clients

- | | | | | | |
|----------------|------------------|-------------------|-------------------|-------------------|----------------------|
| Abbott Labs | Celanese AG | Hershey's | KNEX | Newell Rubbermaid | SAB Miller |
| AVON | Clorox | Hewlett Packard | Kraft Foods | Nomacorc | Sappi Fine Paper |
| Ahold USA | Eastman Kodak | Honeywell | Labatt Foods | NSTAR Electric | Skyworks Solutions |
| Avery Dennison | F. Schumaker | Hypertherm, Inc. | Labatt USA | NTN USA | Sunovion |
| BAE Systems | FMC Corporation | IMP Aerospace | Lifetime Products | Optos Inc. | Teva Pharmaceuticals |
| BASF | Glatfelter paper | John Deere | Limited Brands | OSRAM Sylvania | Texas Instruments |
| Cabot Creamery | Grace Foods | Johnson & Johnson | McCain Foods | Pacific Cycles | US Navy |
| Campbell Soup | Harley Davidson | Juhayana | New Balance | Pizza Hut | 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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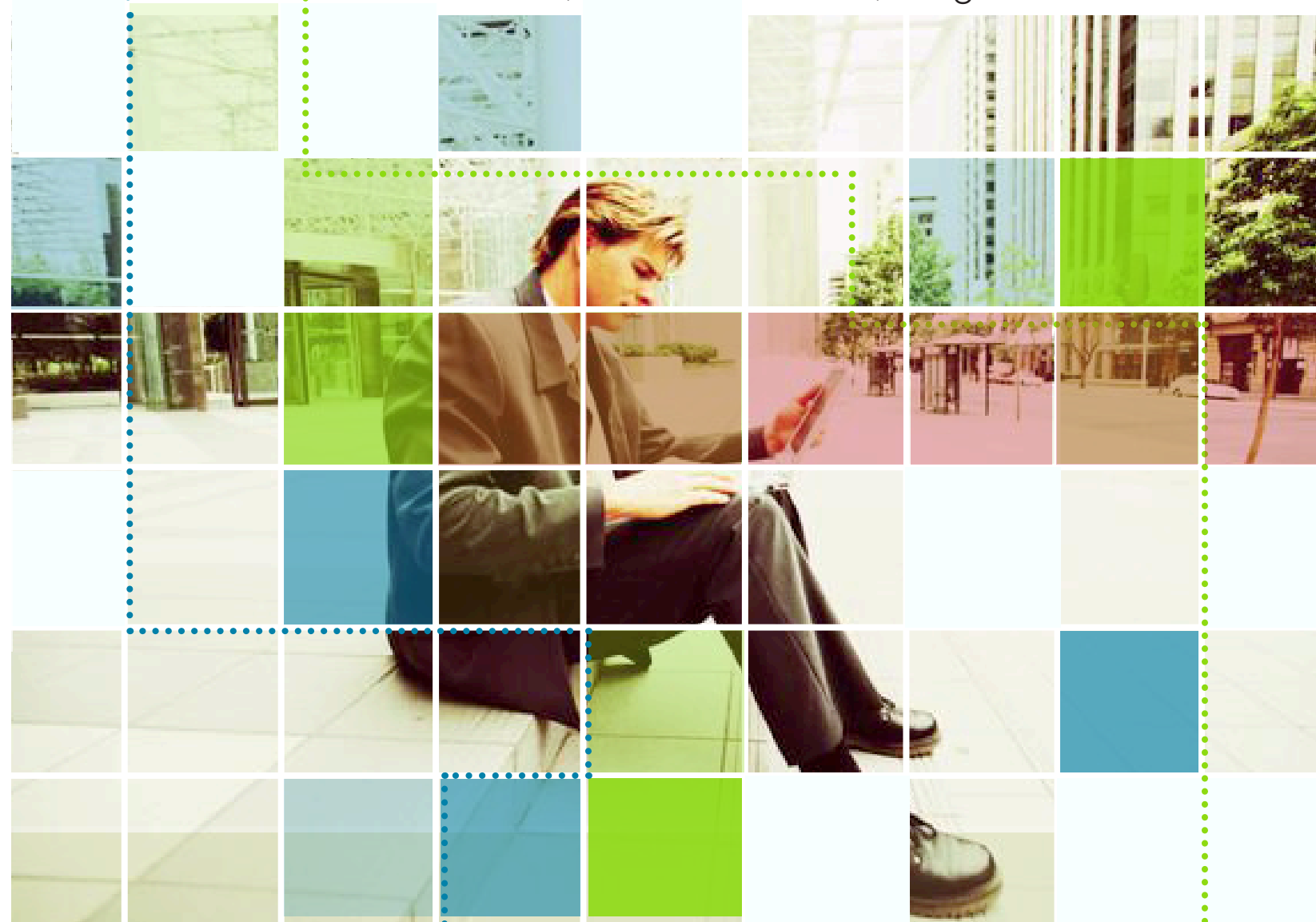
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SALES FORECASTING

- POINT OF SALE (POS)
- CUSTOMER ACTIVITY
- ACCOUNT INTELLIGENCE

Better Sales Plans, Demand Forecasts, Budgets and Financial LEs.



Demand Planning Net offers a unique Sales Forecasting solution that will leverage both

- statistical modeling and
- the customer Intelligence embedded in your sales organization

BENEFITS

- ❖ Understand and leverage demand information from the market place – wholesalers, points of distribution.
- ❖ Understand the importance of demand forecasts to the Company's supply chain within the lead times.
- ❖ Make the key connections between promotional programs and market demand and associate volume lift for such promotional events and other external events.
- ❖ Allow Account Managers to change forecasts.
- ❖ Understand and leverage the navigation features to look at forecasts at specific item level or aggregated to brand/brand/flavor/family level
- ❖ Forecast by exception – Review and forecast key products that are high volume movers and also focus us new products.

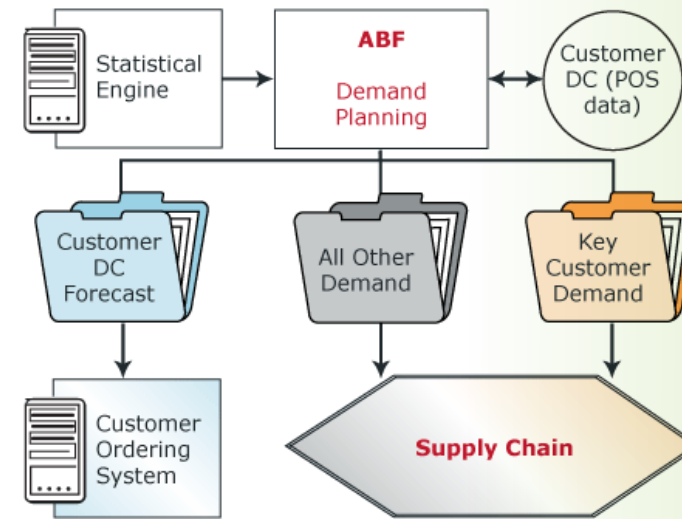
- ❖ Review Forecast accuracy and understand the importance of forecast error both for the beer supply chain and in continuous improvement of the forecasts for the next month.

Flavor	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
BB - Labatt Blue									
Sales 09 CE	310,960	659,548	920,894	926,595	1,328,910	1,334,542	1,072,039	762,179	771,133
Sales 10 CE	464,720	643,339	793,267	882,658	1,012,634	1,184,367	1,022,216	426,287	8,573
%Var 10 vs 09 CE	49.4%	-2.5%	-13.9%	-4.7%	-23.8%	-11.3%	-4.6%	-44.1%	-98.9%
SisFrc 10 CE	0	0	0	0	0	1,257,861	1,031,453	871,591	853,125
FrcArc1 10 CE	0	0	0	0	0	1,257,861	1,053,826	828,327	714,661
%Variance	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	-2.1%	5.2%	19.4%
FPro 10 CE	0	0	0	0	0	0	1,077,630	794,320	656,816
SisFrc vs FPRO	-100%	-100%	-100%	-100%	-100%	-100%	-4%	+10%	+30%
BL - Labatt Blue Light									
Sales 09 CE	154,368	337,280	487,569	572,513	807,180	893,670	726,773	575,574	548,865
Sales 10 CE	299,814	414,785	457,771	524,936	685,817	758,122	757,533	275,262	6,251
%Var 10 vs 09 CE	94.1%	23.0%	-6.1%	-8.3%	-15.0%	-15.2%	4.2%	-52.2%	-98.9%
SisFrc 10 CE	0	0	0	0	0	885,374	801,522	625,171	546,841
FrcArc1 10 CE	0	0	0	0	0	885,374	789,580	631,729	548,261
%Variance	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	-1.0%	-0.3%
FPro 10 CE	0	0	0	0	0	0	699,596	561,942	464,431
SisFrc vs FPRO	-100%	-100%	-100%	-100%	-100%	-100%	+15%	+11%	+18%
TOTALS >>>									
Sales 09 CE	1,038,819	1,580,470	2,063,780	2,332,642	3,033,977	3,248,735	2,767,710	2,248,582	1,993,022
Sales 10 CE	1,362,712	1,835,966	2,208,210	2,427,093	2,889,077	3,199,076	2,976,772	1,259,095	24,934
%Var 10 vs 09 CE	31.2%	16.2%	7.0%	-4.0%	-4.8%	-1.5%	7.6%	-44.0%	-98.7%
SisFrc 10 CE	0	0	0	0	0	3,303,586	3,104,848	2,607,159	2,400,481
FrcArc1 10 CE	0	0	0	0	0	3,303,586	3,082,568	2,573,145	2,150,771
%Variance	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	-1.3%	-11.6%
FPro 10 CE	0	0	0	0	0	0	2,988,644	2,528,843	2,179,101
SisFrc vs FPRO	-100%	-100%	-100%	-100%	-100%	-100%	+4%	+3%	

CONSULTING

Our Consulting Model:

- ❖ We conduct a diagnostic
- ❖ Get Stakeholder consensus on the Sales Forecasting process
- ❖ Implement the Software Application
- ❖ Build Stat Models, Reporting templates and Consensus process
- ❖ Train Sales Managers on the Process
- ❖ Help you Conduct the Monthly Cycle for the first few months



Account Based Bottom-up Forecasting is an integrated approach

- ❖ to leverage customer intelligence (both inventory and retail activity)
- ❖ to build a robust national forecast for Supply Chain, Finance, Marketing and Management.
- ❖ Helps you enable better customer collaboration and order fulfillment!

Steps in our Sales Forecasting Process:

- ❖ Develop Baseline Statistical Forecasts
 - ❖ Software populates Baseline forecasts at Customer/Family/Product
 - ❖ Account Managers add Customer Intelligence
 - ❖ Corporate Demand Manager aggregates the Forecast
 - ❖ Demand Consensus Process to finalize Forecast

