



### DATES

October 14 - 15, 2019  
Monday - Tuesday  
8:30 am - 4:30 pm

### PROGRAM FEE

Php 11,800.00 (Early Eagle Rate  
until Sept. 30)  
Php 12,800.00 (Regular Rate)

### HOW TO REGISTER Online

[www.cce.ateneo.edu](http://www.cce.ateneo.edu)

### Email

[sales.cce@ateneo.edu](mailto:sales.cce@ateneo.edu)

### Call

+63(2)830.2041

*Schedules and prices may  
change without prior notice.*

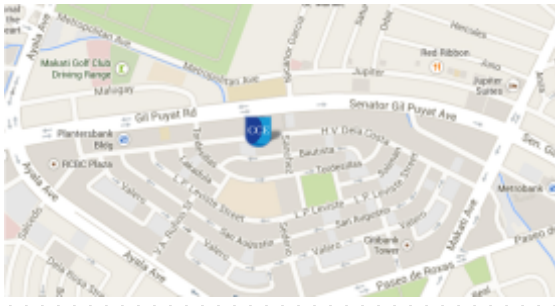
## Forecasting and Demand Management

### Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

### Venue:

Ateneo de Manila University - Salcedo Campus  
3/F Ateneo Professional Schools Bldg.,  
130 H.V. Dela Costa St., Salcedo Village,  
Makati City, Philippines



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May 22, 2019



ATENEO DE MANILA UNIVERSITY  
GRADUATE SCHOOL OF BUSINESS



technology, quality & operations management

# Forecasting and Demand Management

October 14 - 15, 2019



CENTER FOR CONTINUING EDUCATION

**Forecasting and Demand Management** is an intensive two-day workshop designed to train you as managers and staff involved in sales, marketing, and operations planning, toward the development and application of a formal and accurate demand forecasting system. The course will define the practical forecasting tools, processes, and implementation guide involved in the development of an effective demand management system.

# Forecasting and Demand Management

## objectives

After the course, you will:

1. Identify the business impact and critical relationships of demand management with business planning, sales and operations planning;
2. Apply the tools, measurements and process guides involved in accurate forecasting;
3. Formulate forecasting models suitable for products and business;
4. Assess the effectiveness of current forecasting output, accuracy, demand management process and practices; and
5. Formulate recommendations on how to improve company's demand management system.

## who should attend

Practitioners, supervisors, managers, senior executives, and suppliers involved in the areas of inventory planning, purchasing, warehouse, production planning, demand planning, distribution planning and general management



## resource person



**MR. JOSE EMMANUEL M. ESTRERA, CPM, DSM** has more than 25 years of experience in the supply management profession. He is the founding Chairman of BizSolv Asia, MPC, a process outsourcing entity, and a Director and the Vice President for Research and Business Development of the Foundation of the Society of Fellows in Supply Management (SOFSM), the advocacy arm of the Philippine Institute for Supply Management (PISM, formerly the Purchasing and Materials Management Association of the Philippines or PMMAP). His commission publishes the monthly Purchasing Managers Index (PMI) Philippines and the Philippine Report on Business. Joey is an Honorary Member of PISM and a former President of its Central Luzon Chapter.

He is actively involved in the promotion of the supply management profession by being a member and facilitator of the Professional Development Center of PISM. He started his career with San Miguel Corporation where he conducted materials research studies in the purchasing department and eventually became its Director for Logistics Monitoring Services. He was the Purchasing Consultant and later became the Materials Director of Mondragon Leisure and Resorts Corporation (Mimosa). He was the Executive Vice President and Chief Operating Officer of True Value Hardware Corporation.

Mr. Estrera holds a B.S. Chemical Engineering degree from the De La Salle University and was a licensed chemical engineer. He took up the Management Development Program at the Asian Institute of Management where he was given the Superior Performance Award. He obtained his Certified Purchasing Manager (C.P.M.) designation from the Institute for Supply Management, USA and his Diplomate in Supply Management (DSM). He was recognized by his co-practitioners with the PISM Gawad Sinop Award and was given the PMMAP Presidential Special Award for Professionalism.

## program content

- I. Introduction: Definition of Logistics and Supply Chain**
  - A. Definition of logistics
  - B. Logistics pipeline and business logistics
  - C. Supply chain management definition and process
  - D. Supply chain management objectives
  - E. Critical areas in supply management
- II. Case Study on Sales and Operations Planning (S&OP)**
  - A. Describe your current forecasting process
  - B. What methods do you use
  - C. What is your current forecast accuracy
  - D. Who prepares and reviews the forecast
  - E. How is the final forecast use in your S&OP
- III. Forecasting Function**
  - A. Definitions and importance
  - B. Types and approaches
  - C. Characteristics
  - D. Levels of forecasting
  - E. Components
  - F. Forecasting process
  - G. Determining objectives
  - H. Other forecasting considerations
- IV. Demand Management and Data Management**
  - A. Demand vs. sales data
  - B. Data sources and level
- V. Basic Forecasting Models**
  - A. Simple average
  - B. Simple moving average
  - C. Weighted moving average
  - D. Exponential smoothing
  - E. Forecasting model exercises
- VI. Development of Focus Forecasting**
  - A. History
  - B. Principles
  - C. Simulation Approach
- VII. Steps in Focus Forecasting**
  - A. Seven strategies
  - B. Simulation step
  - C. Testing accuracy
  - D. Do's and don'ts
  - E. Focus forecasting results
- VIII. Presentation of Forecasting Applications/Assignments**
- IX. Developing New Strategies**
- X. Forecasting Tool Demo Using Forecast Pro**
- XI. Integrating the Demand Management Process**
  - A. Factors that influence forecast
  - B. Demand planning process
  - C. Demand manager's role
    - i. Reviewing the forecasts
    - ii. Why forecasts fail
- XII. Demand Management Critical Areas and Process**
- XIII. Business Planning Process**
  - A. Business planning cycle model
  - B. Distribution Requirements Planning - Master Production Schedule - Material Requirements Planning (DRP - MPS - MRP) process model
  - C. Planning requirements and pre-requisites
- XIV. Key Performance Measures**