London TDM

Procurement and Supply Chain Management Training Courses

Course Venue: Malaysia - Kuala Lumpur

Course Date: From 19 October 2025 To 23 October 2025

Course Place: Royale Chullan Hotel

Course Fees: 6,000 USD

Introduction

Effective demand forecasting and planning are critical components of supply chain management, enabling businesses to efficiently allocate resources, improve customer satisfaction, and increase profitability. This 5-day professional course is designed to equip participants with the skills and knowledge necessary to implement and manage demand forecasting processes, leveraging both traditional and modern forecasting techniques.

Objectives

- Understand the importance and benefits of demand forecasting and planning.
- Learn about various forecasting methodologies and tools.
- Develop skills to analyze demand patterns and trends.
- Explore best practices for integrating demand forecasting into business strategy.
- Apply demand forecasting techniques through practical exercises and case studies.

Course Outlines

Day 1: Introduction to Demand Forecasting

- Definition and importance of demand forecasting.
- Overview of demand forecasting and planning process.
- Types of demand forecasting methods.
- Identifying key data sources for accurate forecasting.
- Introduction to forecasting software and tools.

Day 2: Quantitative Forecasting Techniques

- Understanding time series analysis.
- Simple and weighted moving averages.
- Exponential smoothing techniques.
- Regression analysis for forecasting demand.
- Hands-on exercises with quantitative tools.

Day 3: Qualitative Forecasting Methods and Data Analysis

- Exploratory data analysis techniques.
- Delphi method and its applications.
- Market research and survey methodologies.
- Judgmental forecasting methods.
- Combining qualitative and quantitative forecasts.

Day 4: Demand Planning and Strategy Integration

- Aligning demand planning with business strategy.
- Inventory management and demand forecasting.
- Collaborative planning, forecasting, and replenishment (CPFR).
- Risk management in demand forecasting.
- Case studies on successful demand planning strategies.

Day 5: Advanced Topics and Practical Applications

- Big data and machine learning in demand forecasting.
- Implementing and managing forecasting systems.
- Measuring and improving forecast accuracy.
- Practical exercises and simulation projects.
- Final assessment and course wrap-up.