

# Sales & Operations Planning:

We provide total solutions to put your operations back on track

## **Key Concepts:**

The Objectives of the Sales and Operations process is to:

Monitor sales, procurement and inventory investment to plan and Customer service levels to agreed targets.

Develop a single forecast for each area to meet the requirements of Sales, Marketing and Finance.

Develop a procurement plan to meet forecast.

Set and agree inventory investment levels for each product group.

Manage projected out of stocks

Provide an interface between new product development and ongoing operations.

Agree on action for slow moving and obsolete stocks.

Why do you look at your sales impact?

## **Backorders**

What caused them

What corrective action should be taken

Projected backorders

Competitor supply problems

## **Product Swings**

Products over selling forecast

Products under selling forecast

Forecast changes required

Market trends

## **Samples**

Customer requirements

Sales sample demand

Marketing strategy

Quarterly sample shipments

Supplemental shipments

## **Products Reaching Expiry**

Volume - Should we deal, sample or spoil

Repack or rework

What are the benefits / Potential losses

## **New Product Introductions**

Introduction schedule

Does the manufacturing plant have copy / Specs?

Time line update

Launch Date

Launch Quantity

Launch Sample Quantity

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## **Copy Change**

New Copy  
Burn out old Copy  
Time Lines

## **What numbers should be reviewed?**

Sales  
Returns  
Out of stocks  
Inventory Holding  
Service Levels  
Promotions

## **Key Performance indicators:**

Stock coverage:  
stockholding x 52 weeks / annual usage  
Customer satisfaction:  
comparison of % of sales actually satisfied with the defined service level  
number of backorders

**Contact Us Today**

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Call 1300 – 4 TODAY (1300 – 486 – 329) or email [consulting@supplytoday.com.au](mailto:consulting@supplytoday.com.au) to discuss your sales and operations planning needs.

## **Supply Today** Pty Ltd

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