



# FORECASTING & INVENTORY MANAGEMENT

Optimize Your Inventory Levels and Maximize Your Customers' Satisfaction

7-8 September 2006 \* Hotel Plaza Athenee, Bangkok

For capital intensive businesses, effective forecasting and inventory management represents a unique opportunity to generate windfall ROI by rapidly minimising inventory investment, generating cash, improving service level performance and reducing supply chain operating costs as a percentage of sales.

**The aim of this course is to:**

- ✓ Discuss the principles of forecasting & inventory management
- ✓ Provide a "how to" framework for their application
- ✓ Explore the pros and cons of different forecasting & inventory management approaches
- ✓ Assess the impact that improved forecasting & inventory management can have on business performance
- ✓ Discuss successful implementation approaches
- ✓ Identify opportunities for participants to apply the knowledge they have gained in the course within their organisations

**This course is designed for professionals involved in:**

- ✓ Sales and demand planning
- ✓ Inventory management
- ✓ Procurement and purchasing
- ✓ Supply chain & logistics planning & execution
- ✓ Working capital management
- ✓ Service level management
- ✓ Operations management

Importantly, both practitioners, such as Supply Chain Managers, Demand Planners and Supply Planners, as well as managers and executives, such as General Managers, Financial Controllers and Chief Executive Officers, will find this course useful and applicable in their roles.

Strictly limited seating to ensure value added to all Participants - Comprehensive course materials will be provided

Delegates who successfully complete this course will receive the **Asia Pacific Centre for Continuing and Professional Development Certificate for Participation**

*The course will be run in English.*

## WHY YOU CANNOT MISS THIS COURSE

For capital intensive businesses, effective forecasting and inventory management represents a unique opportunity to generate higher ROI by rapidly minimising inventory investment, generating cash, improving service level performance and reducing supply chain operating costs as a percentage of sales.

Industry case studies and benchmarking studies show that superior forecasting and inventory management performance directly translates into a marked competitive advantage – whether it be successfully supporting promotional activities, improving operating cash flow, delivering in full on time more quickly and/or reducing cost to serve. Given increasing competition in service and cost, greater complexity due to the on-going globalisation of supply chains and increased business risks, effective forecasting and inventory management has become a critical success factor.

This course aims to give participants an understanding of the techniques and tools required to take their forecasting and inventory management capabilities to the next level and deliver “best in class” performance.

## WHO SHOULD ATTEND

**This course is aimed at participants who are:**

- ✓ Involved in the operational activities of forecasting and inventory management
- ✓ Accountable for service level, operating cost, inventory and working capital performance
- ✓ Looking for improvement opportunities in the above

The course is applicable to a range of businesses engaged in product forecasting and inventory management, including Retail, Distribution, Manufacturing and Service/Repair.

**The following will find this course particularly useful:**

- Demand Planners
- Merchandise and Category Managers
- Inventory Managers
- Supply Planners
- Procurement/Sourcing Officers
- Supply Chain and Logistics Managers
- Service Parts Managers
- General Managers
- Financial Controllers
- Chief Executive Officers

## PROGRAMME AGENDA

7-8 September

### SESSION 1 – THE BUILDING BLOCKS

This session outlines the building blocks for an integrated forecasting and inventory management process and explores different methodologies used within industry.

- **Forecasting & Inventory Management – Why Bother?**
  - What business conditions create the need for forecasting & inventory management?
  - Building a business case – The economics of performance
  - Industry case studies and benchmarking data
- **The Fundamentals**
  - Terminology and concept support
  - What is demand planning?
  - What is inventory management?
  - What data is required?
  - How it all fits together – An integrated process framework
- **Myths and Methodologies**
  - Review of different forecasting and inventory management methodologies
  - Explores the pros and cons of these methodologies
  - What is best practice?
  - “Tools of the trade” – Requirements for forecasting & inventory management in retail, distribution, manufacturing and service/repair

### SESSION 2 – DEMAND PLANNING

In this session, participants will learn how to develop and manage a forecast and collaborative demand plan.

- **The Role of Demand Planning**
  - Who touches the demand plan?
  - Time horizons
  - What are the influences?
  - Demand plan hierarchies
- **Creating the Demand Plan**
  - Developing a baseline statistical forecast
  - Collaboration – Incorporating business intelligence
  - Common traps
  - Systems and data requirements
- **Demand Plan Performance Management**
  - Exception management
  - Key performance indicators (KPIs)
- **Demand Planning Workshop**
  - Identifying opportunities to improve your demand planning processes
  - Group discussion

#### DAY 1 TIMETABLE:

8:00am	Registration and Coffee
9:00am	Program Commences
10:30am to 10:45am	Morning Refreshment
12:30pm to 1:30pm	Lunch
3:00pm to 3:15pm	Afternoon Refreshment
5:00pm	End of Day One

# VENTORY MANAGEMENT

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## SESSION 3 – INVENTORY MANAGEMENT

In this session, participants will learn how to manage & optimise inventories.

- **Why have inventory at all?**
  - Economics
  - Risk and variability
  - Customer service
  - Time
- **Inventory Management**
  - Inventory control
  - Inventory segmentation
  - Inventory management
  - Inventory optimisation
- **Supply Planning**
  - Distribution Requirements Planning (DRP) & DRP II
  - Master production scheduling
  - Purchasing
  - Systems and data requirements
- **Inventory Performance Management**
  - Inventory analysis
  - ABC analysis
  - Key performance indicators (KPIs)
- **Inventory Management Workshop**
  - Identifying opportunities to improve your inventory management processes
  - Group discussion

## SESSION 4 – MAKING IT HAPPEN

In this session, we discuss how to put the theory into practice and deliver measurable, sustainable business benefit.

- **The Financial Link**
  - Strategic and operational
  - Simulation and modelling
  - Building a business case
  - Learning to speak “accountant”
- **Implementation and Change – Making it Happen**
  - Evolution and change
  - Processes, culture and systems
  - Implementation
  - Project management – What works and what doesn’t
- **Industry Case Studies**
  - Where we went right
  - Where we went wrong
- **Making It Happen Workshop**
  - Participants apply what they’ve learned in the course and create an action plan for their own businesses

### DAY 2 TIMETABLE:

8:30am	Coffee/Tea
9:00am	Program Commences
10:30am to 10:45am	Morning Refreshment
12:30pm to 1:30pm	Lunch
3:00pm to 3:15pm	Afternoon Refreshment
5:00pm	End of Program



## ABOUT YOUR COURSE LEADER

**Carter McNabb** is a founding partner of GRA, an expert consulting firm specialising in demand, inventory and supply chain optimisation. With a 10 year history, GRA is Australia’s premier supply chain consultancy and services clients throughout the Asia Pacific region. GRA’s clients include Fosters Australia, Honda Australia, Super Cheap Auto, The Australian Defence Forces, Smorgon Steel, Nestle Australia, QANTAS, Bonland Dairies, Sara Lee Australia and Symbion Pharmacy Services.

For the last 15 years, Carter has helped organisations in North America, Asia and Australia deliver rapid and sustained inventory reductions, service level improvements and supply chain cost reductions through the practical application of advanced forecasting, inventory and supply chain optimisation processes, techniques and systems.

He has worked within Retail, Distribution, Manufacturing and Service/Repair organisations in industries ranging from Fast Moving Consumer Goods (FMCG) to Auto Parts to Defence at both the strategic and operational levels, and his focus areas include:


- ◆ Forecasting and demand planning
- ◆ Inventory and supply chain optimisation
- ◆ Sales & Operations Planning (SOP)
- ◆ Working capital “quick hits”
- ◆ Cost to serve analysis
- ◆ Planning system design, configuration and implementation
- ◆ Supply chain network modelling and simulation
- ◆ Service level management
- ◆ Collaborative planning
- ◆ Planning process development and implementation
- ◆ Strategic supply chain policy development
- ◆ Executive coaching
- ◆ Change management


In addition to his extensive industry experience, Carter also runs a graduate level course in “Supply Chain Inventory” within Monash University’s Logistics & Supply Chain Management Program. He presents in Monash University’s annual Logistics & Supply Chain Management Executive Development Program, as well.

With a series of published articles and whitepapers, press quotes and frequent speaking engagements, Carter is a recognised expert in the field. Importantly, he brings a healthy blend of theory and practical, proven experience to the subject of demand, inventory and supply chain optimisation.

**ACT NOW!**

**REGISTER TODAY!**

FAX  (66 02) 254 8320 OR

CALL  (66 02) 652 0806

# FORECASTING & INVENTORY MANAGEMENT

7-8 September 2006  
Hotel Plaza Athenee, Bangkok

Yes! Please register the following delegate(s) for this course on:  
**Forecasting & Inventory Management**

Organisation: \_\_\_\_\_  
Address: \_\_\_\_\_  
Post code: \_\_\_\_\_

## 1st Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## 2nd Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## 3rd Delegate Mr/Mrs/Ms

(Name): \_\_\_\_\_  
Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## Booking Contact (Approving Manager) Mr/Mrs/Ms: \_\_\_\_\_

Job title: \_\_\_\_\_ Department: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_  
Email: \_\_\_\_\_

## COURSE FEES

Fee for one delegate	<input type="checkbox"/> Early Bird (Thai Baht) (payment by 7 August 2006)	<input type="checkbox"/> Normal (Thai Baht) (payment after 7 August 2006)
Registration Fee	36,995.00	39,995.00
- 3% Withholding Tax**	1,109.85	1,199.85
+ 7% VAT	2,589.65	2,799.65
<b>TOTAL PAID</b>	<b>38,474.80</b>	<b>41,594.80</b>

- **Group Discount:** Enjoy a group discount of 10% for 3 or more delegates booked at the same time from the same organisation and of the same billing source.

**Important Notice:** Payments are required with registration and must be received prior to the Course to guarantee your place.

\*\*Withholding Tax Deduction is applied for corporate only, not individuals.

OUR TAX ID NO: 3 01 1 30909 4

## PAYMENT METHODS

### ● CHEQUE / BANK DRAFT

Please cross cheque or bank draft made payable to  
**ASIA BUSINESS FORUM (THAILAND) LTD.**

### ● PAY IN "Asia Business Forum (Thailand) Ltd"

**Account No: 059-3-02541-2** Siam Commercial Bank, Ploenchit Branch  
[Kindly fax pay-in slip & a copy of withholding tax document to (66 02) 254 8320]

### ● CREDIT CARD (AMEX ONLY) Please debit my Amex.

Card Number:

Card Holder's Name \_\_\_\_\_

Signature \_\_\_\_\_ Expiry Date \_\_\_\_\_ / \_\_\_\_\_

## 5 EASY WAYS TO REGISTER



TELEPHONE: **(66 02) 254 8321-4**



FAX: complete and send this registration form to: **(66 02) 254 8320**



MAIL: this completed form together with payment to: **Asia Business Forum (Thailand) Ltd 14/F Maneeya Centre Building, 518/5 Ploenchit Road, Lumpini, Pathumwan, Bangkok 10330, Thailand**



EMAIL: **araya@abf-asia.com**



WEB: **http://www.abf-asia.com**

Course fee includes course tuition, lunch, refreshments, teaching materials. Hotel accommodation is excluded but special rates have been negotiated (see below).

## CANCELLATIONS & TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and title of the substitute delegate at least 2 working days prior to the Conference. A refund less Baht 3,500 administration charge will be made for cancellation received in writing on or before **18 August 2006**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The Organiser reserves the right to make any amendments, cancel and/or change the programme, speaker, date or venue if warranted by circumstances beyond its control. In the unlikely event of programme cancellation by Asia Business Forum ("ABF") then a full refund of the fee payment will be made but ABF disclaims any further liability.

## CONFERENCE VENUE & ACCOMMODATION INFORMATION

### Hotel Plaza Athenee, Bangkok

Wireless Road, Bangkok 10330, Thailand  
Tel: (66 02) 650 8800 Fax: (66 02) 650 8844-5  
Attn: Room Reservation Department

For reservations, please make your bookings direct with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "**Forecasting & Inventory Management**". Hotel bills are to be settled by delegates direct with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that hotel rooms are available on a first-come-first-served basis.

## INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

visit us at **www.abf-asia.com**

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