

# Forecast Validation & Analysis Service

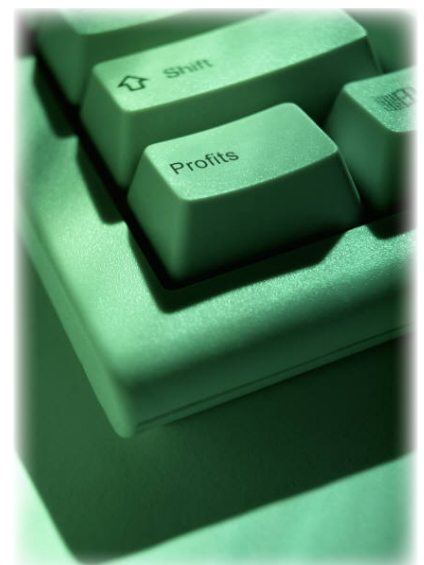
## Better forecasts mean better results

In today's competitive business world the ability to forecast accurately translates directly into better decision-making and increased profits.

### Benefits of GRA's Forecast Validation & Analysis Service

- ✓ improves forecast accuracy
- ✓ identifies exceptions
- ✓ reduces unnecessary costs
- ✓ improves resource allocation
- ✓ improves working capital and frees-up cash
- ✓ improves credibility with management, financiers and shareholders
- ✓ is quick, easy and cost effective

= **INCREASED ROI**

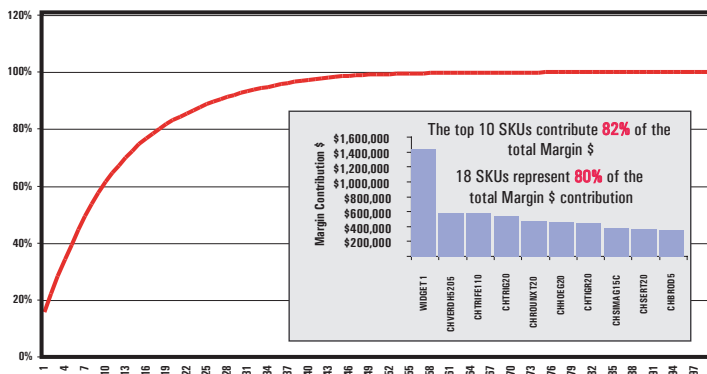


# The Challenge

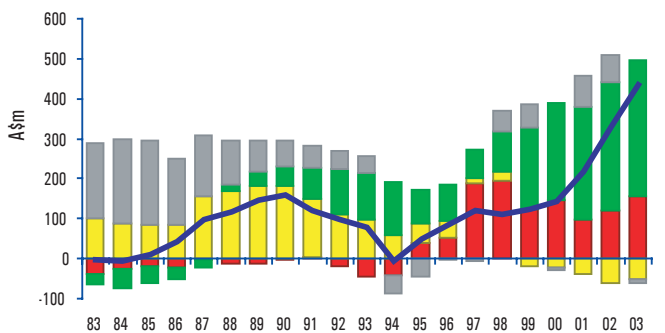
Inaccurate forecasts can have the following consequences as they ripple through a business:

- inventory build-up and cash absorption
- unnecessary write-offs or write-downs
- misallocation of resources
- lower customer service levels
- unnecessary distribution costs
- reduced ROI

Given the fundamental importance of forecasts in business planning, inaccuracies ultimately render many management controls useless and reduce bottom line performance – resulting in diminished credibility with management, financiers and shareholders.



Margin Analysis

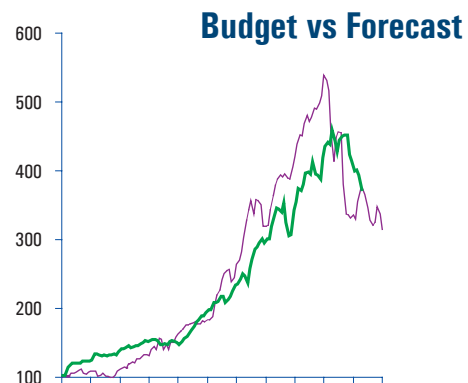


Over-performers and Under-performers

# The Solution

GRA's Forecast Validation & Analysis Service validates business forecasts and operational forecasts, improves forecast accuracy and provides powerful, valuable and credible information to support decision-making. GRA's Forecast Validation & Analysis Service;

- employs a proven, fact-based statistical engine for forecast generation
- highlights exception areas requiring attention – e.g. over/under-performers
- translates the demand forecast into a supply forecast (COGs) and financial forecast
- identifies opportunities for cash generation and 'quick wins'
- forecasts top-down (business level) and bottom-up (product level)
- forecasts by channel, family, category, source of supply, product group, SKU, location, customer, etc.
- forecasts in multiple units of measure including selling price, standard cost, units, pack sizes, containers, cubage, weight, currency etc.
- provides a pareto analysis on sales and gross profit/contribution
- distinguishes between, and plans for seasonal/cyclical, trend, sporadic, fast-moving and slow-moving demand patterns
- flags product life cycle changes
- provides for sensitivity and what-if scenario analysis
- assesses current demand variability and forecast accuracy



Budget vs Forecast

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GRA: 4 Erin Street Richmond VIC 3121 • p: [03] 9421 4611 • f: [03] 9429 9846 • www.gra.net.au • info@gra.net.au

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