

DEMAND PLANNING AND FORECASTING TRAINING IN THE PHILIPPINES

**Converting Demand Data, Market Insights, and Business Assumptions into More
Reliable Supply Chain Decisions**

**A Practical and Customizable Corporate Training Program by Making Strong Success
Corporation**

TRAINING OVERVIEW

Organizations make important supply chain decisions based on what they expect customers to purchase, request, consume, or require in the future.

Demand forecasts influence:

- Purchasing and replenishment
- Inventory levels
- Production schedules
- Workforce and capacity requirements
- Warehouse space
- Transportation arrangements
- Cash flow and working capital
- Sales and marketing activities
- Customer-service commitments

When demand is underestimated, organizations may experience stockouts, missed sales, production interruptions, rushed orders, expensive transportation, delayed deliveries, and dissatisfied customers.

When demand is overestimated, organizations may carry excessive inventory, tie up working capital, consume unnecessary warehouse space, create obsolescence risks, and incur avoidable carrying costs.

Forecasting demand is therefore not simply an exercise in predicting future quantities. It requires a disciplined process for combining historical data, market intelligence, customer information, promotional activities, business assumptions, operational constraints, and cross-functional judgment.

This **Demand Planning and Forecasting Training in the Philippines** equips participants with practical tools for understanding demand patterns, preparing reliable data, selecting suitable forecasting approaches, measuring forecast performance, managing assumptions, and developing collaborative demand plans.

The program distinguishes two related but different activities:

- **Demand forecasting** estimates future demand using available data, patterns, assumptions, and analytical methods.
- **Demand planning** converts the forecast into an agreed and actionable view of demand that can guide supply, inventory, production, procurement, capacity, and financial decisions.

This program is suitable for organizations searching for:

- **Demand Planning Training in the Philippines**
- **Demand Forecasting Training in the Philippines**
- **Planning Demand Training in the Philippines**
- **Forecasting Demand Training in the Philippines**
- **Demand Planning and Forecasting Training**
- **Sales Forecasting Training in the Philippines**
- **Inventory Forecasting Training**
- **Supply Chain Forecasting Training**
- **Demand Management Training in the Philippines**

Following the MSS **EnterTRAINment** approach, the program combines concise discussions, hands-on forecasting exercises, demand-pattern challenges, team simulations, scenario planning, collaborative decision-making, and workplace action planning.

TRAINING GOAL

To strengthen participants' ability to analyze demand information, create more reliable forecasts, develop collaborative demand plans, measure forecast performance, and support better inventory, supply, capacity, and customer-fulfillment decisions.

TRAINING OBJECTIVES

By the end of the program, participants will be able to:

1. Explain the roles of demand forecasting and demand planning in supply chain management.
2. Distinguish a statistical forecast from an agreed demand plan.
3. Identify major internal and external demand drivers.
4. Recognize common demand patterns, including level, trend, seasonality, and irregular variation.
5. Assess the readiness and quality of historical demand data.
6. Select an appropriate basic forecasting method for a given situation.
7. Create simple demand forecasts using spreadsheet-based techniques.
8. Compare forecasts with actual demand.
9. Interpret forecast error, accuracy, and bias.
10. Recognize when forecast adjustments are appropriate.
11. Document assumptions supporting forecast overrides.
12. Incorporate promotions, events, customer intelligence, and market changes into the demand plan.
13. Develop base, upside, and downside demand scenarios.
14. Facilitate cross-functional demand-planning conversations.
15. Connect the demand plan with inventory, procurement, operations, capacity, and financial decisions.
16. Apply the D.E.M.A.N.D. Planning and Forecasting Framework.
17. Develop a practical Demand Planning Improvement Action Plan.

FROM POINT A TO POINT B

Point A: Common Challenges	Point B: Desired Performance
Forecasts are based mainly on intuition	Forecasts combine data, business insight, and documented assumptions
Historical demand is used without checking data quality	Data is reviewed, cleaned, and interpreted before forecasting
One forecasting method is used for every item	Methods are selected according to demand behavior and business context
Forecasts are adjusted without explanation	Overrides are supported by evidence and documented assumptions
Sales, Operations, Finance, and Supply Chain maintain different demand numbers	Functions collaborate around one agreed demand plan
Forecast accuracy is discussed generally	Accuracy, error, and bias are measured consistently
Teams focus only on the forecast number	Teams also examine demand drivers, risks, and scenarios
Forecast errors result in blame	Errors are analyzed for learning and process improvement
Demand changes are communicated late	Significant exceptions and changes are reviewed earlier
Forecasting ends after creating a spreadsheet	Forecasts guide inventory, supply, capacity, and business decisions

ORGANIZATIONAL BENEFITS

A well-designed **Demand Forecasting Training in the Philippines** can help organizations:

- Improve demand visibility
- Reduce preventable stockouts and excess inventory
- Strengthen purchasing and replenishment decisions
- Improve production and capacity planning
- Improve inventory availability and working-capital management
- Identify demand changes and risks earlier
- Improve coordination among Sales, Marketing, Supply Chain, Operations, and Finance
- Strengthen forecast accountability and assumption management
- Improve promotional and seasonal planning
- Reduce urgent purchasing, production, and transportation activities
- Improve customer-fulfillment reliability
- Support Sales and Operations Planning processes

- Establish a more disciplined forecast-review cycle
- Improve data-driven decision-making

ONE-DAY TRAINING PROGRAM OUTLINE

Recommended Schedule: 8:00 AM–5:00 PM

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
8:00–10:00 AM	MODULE 1: UNDERSTANDING DEMAND AND PREPARING FORECAST-READY DATA • Demand Planning Fundamentals ◦ Forecast versus demand plan ◦ Supply chain and business impact • Understanding Demand Behavior ◦ Level, trend, and seasonality ◦ Irregular and intermittent demand • Identifying Demand Drivers ◦ Customers, markets, and promotions ◦ Price, competition, and business events • Preparing Reliable Demand Data ◦ Data quality and history ◦ Outliers, missing values, and unusual events	Demand Signal Detective Teams examine sample demand histories and identify trends, seasonal patterns, unusual events, and possible business drivers. Clean Before You Forecast Participants review a dataset containing gaps, outliers, discontinued items, and promotional spikes. Output: Demand Data and Driver Map
10:00–10:15 AM	Morning Break	
10:15 AM–12:00 NN	MODULE 2: CREATING AND EVALUATING DEMAND FORECASTS • Selecting a Forecasting Approach ◦ Qualitative and quantitative methods ◦ Method selection considerations • Applying Basic Forecasting Methods ◦ Naïve and moving-average forecasts ◦ Weighted average and smoothing • Measuring Forecast Performance	Forecasting Laboratory Participants create forecasts from a sample dataset using different basic methods. Accuracy Challenge Teams compare forecasts with actual demand and determine which approach performs more reliably.

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	- Forecast error and accuracy - Bias and recurring over- or underforecasting • Choosing the Better Forecast - Comparing methods - Considering simplicity and usability	Output: Demand Forecasting and Accuracy Worksheet
12:00–1:00 PM	Lunch Break	
1:00–3:00 PM	MODULE 3: BUILDING A COLLABORATIVE AND SCENARIO-BASED DEMAND PLAN • Converting Forecasts into Demand Plans - Baseline forecast - Business assumptions and adjustments • Incorporating Market Intelligence - Sales and customer information - Promotions, launches, and events • Managing Forecast Overrides - Evidence and accountability - Documenting assumptions • Planning for Uncertainty - Base, upside, and downside scenarios - Risks, triggers, and response actions	Forecast Override Challenge Teams evaluate whether business information provides sufficient evidence to adjust the statistical forecast. Demand Consensus Meeting Simulation Participants represent Sales, Marketing, Finance, Operations, and Supply Chain and negotiate one demand plan. Scenario Planning Workshop Teams prepare base, upside, and downside views for an uncertain demand situation. Output: Collaborative Demand Plan and Assumptions Register
3:00–3:15 PM	Afternoon Break	
3:15–5:00 PM	MODULE 4: GOVERNING, REVIEWING, AND IMPROVING DEMAND PLANNING • Establishing the Demand Review Cycle - Inputs, participants, and decisions - Review cadence and planning horizon • Managing Demand Exceptions - Material changes and high-impact items - Escalation and decision-making	Measure What Matters Teams select appropriate forecasting and business measures for different demand-planning situations. Demand Planning Review Simulation Participants examine forecast exceptions, assumptions, risks, and performance before deciding on the final demand plan.

Time	Modules, Topics, and Subtopics	Supporting Activities and Outputs
	• Tracking Demand Planning Performance ○ Accuracy, bias, and value added ○ Business and supply chain outcomes • Applying the D.E.M.A.N.D. Framework ○ Disciplined demand-planning process ○ Continuous improvement and action planning	Final Demand Planning Challenge Teams develop a forecast, recommend adjustments, prepare scenarios, and present their agreed demand plan. Final Outputs: • Demand Planning Improvement Action Plan • Personal Workplace Commitment

THE D.E.M.A.N.D. PLANNING AND FORECASTING FRAMEWORK

D — Define the Demand Decision

Clarify:

- What needs to be forecast
- The customer, item, market, or category involved
- The planning horizon
- The required level of detail
- The business decision the forecast must support

E — Examine Historical Data and Demand Drivers

Review:

- Historical demand
- Trends and seasonal behavior
- Promotions and special events
- Customer and market changes
- Outliers and data-quality concerns
- Assumptions influencing the future

M — Model the Baseline Forecast

- Select a suitable forecasting method
- Create the baseline projection
- Compare alternative methods when appropriate
- Maintain an understandable and repeatable calculation

A — Align Insights and Assumptions

Bring together relevant information from:

- Sales
- Marketing
- Operations
- Supply Chain
- Finance
- Customers and market sources

Document the reason for significant forecast adjustments.

N — Navigate Uncertainty and Exceptions

- Identify high-impact changes
- Develop base, upside, and downside scenarios
- Define risks and early-warning indicators
- Agree on actions if assumptions change

D — Decide, Document, and Improve

- Approve the demand plan
- Record assumptions and accountability
- Compare forecast and actual results
- Measure error, accuracy, and bias
- Learn from variances and improve the next cycle

DEMAND FORECASTING VERSUS DEMAND PLANNING

Demand Forecasting	Demand Planning
Estimates future demand	Converts the forecast into an agreed business plan
Commonly begins with historical data	Combines the forecast with market and business intelligence
Uses qualitative or quantitative methods	Requires cross-functional review and alignment
Produces a projected demand quantity	Produces an actionable and documented demand view
Measures accuracy and bias	Also considers risks, scenarios, ownership, and business impact
Is one major input to the planning process	Connects demand with supply, capacity, inventory, and financial decisions

A statistical forecast does not automatically become the final demand plan.

BASIC FORECASTING METHODS INTRODUCED

Naïve Forecast

Uses the most recent actual demand as the forecast for the next period.

Best used as:

- A simple benchmark
- A starting point for comparison
- A practical method for relatively stable short-term demand

Moving Average

Uses the average demand from a selected number of recent periods.

It can help smooth irregular short-term variation.

Weighted Moving Average

Assigns greater importance to selected historical periods, commonly giving more weight to recent demand.

Basic Exponential Smoothing

Updates the forecast by combining the previous forecast with the latest actual demand.

The depth of calculation may be adjusted based on participants' existing analytical skills and the training duration.

FORECAST ACCURACY AND BIAS

Participants will be introduced to practical measures such as:

- Forecast Error
- Absolute Error
- Mean Absolute Deviation
- Mean Absolute Percentage Error
- Forecast Bias
- Overforecasting and underforecasting patterns

The program emphasizes that no forecast is perfectly accurate. The purpose of measurement is to understand uncertainty, detect recurring errors, and continuously improve decision-making.

COMMON DEMAND-PLANNING MISTAKES COVERED

Participants will learn to avoid:

1. Treating a sales target as a demand forecast
2. Forecasting without checking data quality
3. Using one forecasting method for every item
4. Ignoring seasonality, promotions, and market events
5. Adjusting forecasts based only on opinion
6. Failing to document the reason for overrides
7. Allowing the loudest participant to determine the demand plan
8. Forecasting at an unnecessarily detailed level
9. Measuring only accuracy while ignoring bias
10. Blaming individuals for every forecast error
11. Focusing only on one forecast number
12. Failing to prepare alternative scenarios
13. Revising forecasts without communicating supply chain consequences
14. Maintaining different demand numbers across departments
15. Creating forecasts without reviewing how they affect decisions

SAMPLE DEMAND-PLANNING SITUATIONS

The program may use cases involving:

- Seasonal demand
- Product launches
- Promotional campaigns
- Customer-specific requirements
- New markets or locations
- Fast-moving and slow-moving products
- Intermittent demand
- Sudden demand increases
- Demand declines
- Competitive activity
- Price changes
- Discontinued or replacement products
- Supply limitations
- Customer order cancellations
- Economic or regulatory changes

Industry-specific examples may be included during customization.

TRAINING METHODS

Consistent with the MSS **EnterTRAINment** philosophy, the program minimizes lengthy lectures and maximizes hands-on analysis, collaboration, decision-making, and workplace application.

Training methods include:

- Interactive facilitator-led discussions
- Demand-pattern exercises
- Forecasting demonstrations
- Spreadsheet-based activities
- Data-cleaning challenges
- Forecast-accuracy exercises
- Scenario-planning workshops
- Cross-functional demand-review simulations
- Team case analysis
- Facilitated learning debriefs
- Peer feedback
- Workplace action planning

Each module combines concise facilitator input with practical exercises that allow participants to interpret data, calculate forecasts, evaluate assumptions, negotiate demand decisions, and recommend actions.

TARGET PARTICIPANTS

This program is suitable for:

- Demand planners
- Supply and inventory planners
- Sales planners and analysts
- Forecasting personnel
- Procurement and purchasing teams
- Production and capacity planners
- Inventory-control employees
- Logistics and distribution personnel
- Sales and marketing representatives
- Finance and business-planning personnel
- Operations supervisors and managers
- Product and category managers
- Supply chain analysts
- Sales and Operations Planning team members
- Cross-functional planning teams

Basic spreadsheet proficiency is recommended.

EXPECTED PARTICIPANT OUTPUTS

Participants will complete:

1. Demand Data and Driver Map

An analysis of:

- Historical demand
- Patterns and trends
- Promotional or seasonal events
- Market and customer drivers
- Data-quality concerns
- Forecast risks

2. Demand Forecasting and Accuracy Worksheet

A spreadsheet containing:

- Baseline forecasts
- Alternative forecasting methods
- Forecast-versus-actual comparison
- Accuracy and bias calculations
- Recommended method

3. Collaborative Demand Plan and Assumptions Register

A documented demand plan containing:

- Baseline forecast
- Agreed adjustments
- Supporting assumptions
- Accountable contributors
- Demand risks
- Base, upside, and downside scenarios

4. Demand Planning Improvement Action Plan

The plan identifies:

- Current demand-planning gaps
- Recommended process improvements
- Required data and inputs
- Assigned roles
- Review frequency
- Forecast measures
- Target timelines

5. Personal Workplace Commitment

Each participant identifies one data, forecasting, collaboration, or review practice to improve.

DELIVERY OPTIONS

The program may be delivered as:

- Onsite or face-to-face in-house training
- Live instructor-led virtual training
- Hybrid training
- One-day intensive workshop
- Two-day expanded demand-planning workshop
- Multi-batch organizational rollout
- Demand-planning capability-development series
- Customized forecasting consultancy and training engagement

The program may be customized according to the organization's:

- Industry
- Products or services
- Demand patterns
- Planning horizon
- Historical data availability
- Customer segments
- Promotional activities
- Existing forecast process
- Spreadsheet or planning system
- Performance measures
- Sales and Operations Planning process

RECOMMENDED TECHNICAL REQUIREMENTS

For hands-on forecasting activities, participants should have:

- A laptop or desktop computer
- Microsoft Excel or a compatible spreadsheet application
- Access to the provided practice dataset
- Basic spreadsheet navigation skills
- Permission to save and edit files
- A stable internet connection for virtual delivery

The program remains tool-neutral and does not require a specific enterprise planning system.

RECOMMENDED CUSTOMIZATION INPUTS

The client may provide anonymized or nonconfidential information regarding:

- Historical demand patterns
- Forecasting level and planning horizon
- Major product or service categories
- Promotional and seasonal events
- Existing demand-planning process
- Current forecasting methods
- Common sources of forecast error
- Available performance measures
- Departmental roles in the demand review
- Current planning templates or reports

Confidential customer, pricing, financial, or commercially sensitive information is not required.

FREQUENTLY ASKED QUESTIONS

What is Demand Planning Training?

Demand Planning Training in the Philippines develops participants' ability to understand future customer requirements, build forecasts, manage assumptions, collaborate across departments, prepare scenarios, and create an agreed demand plan.

The demand plan supports inventory, procurement, production, capacity, logistics, and financial decisions.

What is Demand Forecasting Training?

Demand Forecasting Training in the Philippines teaches participants how to use historical information, demand patterns, market intelligence, and forecasting methods to estimate future demand.

It may include data preparation, method selection, forecast calculation, accuracy measurement, bias analysis, and forecast improvement.

Is Planning Demand different from Forecasting Demand?

Yes.

Forecasting demand produces an estimate of future requirements.

Planning demand evaluates the forecast, incorporates relevant business intelligence, manages assumptions and scenarios, and develops an agreed plan for organizational decision-making.

Organizations looking for **Planning Demand Training in the Philippines** generally require both analytical forecasting and cross-functional planning skills.

Does the program require advanced mathematics?

No.

The one-day program focuses on practical and understandable forecasting techniques. Participants should be comfortable with basic arithmetic, percentages, averages, and spreadsheet use.

More advanced statistical methods may be included in an expanded or specialized version.

Does the training include Excel?

Yes.

Microsoft Excel or a compatible spreadsheet application may be used for the hands-on forecasting and accuracy activities.

The program is not limited to Excel and can be adapted to the organization's existing planning tool.

Does the program cover Sales and Operations Planning?

The training explains how the demand plan becomes an input to Sales and Operations Planning.

A separate and more detailed S&OP program may cover:

- Process governance
- Demand review
- Supply review
- Pre-S&OP
- Executive review
- Decision rights
- Meeting design
- Performance management

What is forecast bias?

Forecast bias is a recurring tendency to forecast consistently above or below actual demand.

Persistent overforecasting may contribute to excess inventory, while persistent underforecasting may contribute to stockouts, urgent orders, and missed sales.

Can the training use our company's actual demand data?

Yes.

The program may use anonymized historical data provided by the client. Confidential customer names, pricing information, or sensitive financial details should be removed.

**MSS SUCCESS SPACES**

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Is this program appropriate for beginners?

Yes, provided participants have basic spreadsheet skills and an understanding of their organization's products, services, customers, or operations.

Can this program be delivered virtually?

Yes.

The program may be delivered through live virtual training using shared datasets, spreadsheet exercises, breakout-room simulations, collaborative planning activities, and facilitated presentations.

RELATED SUPPLY CHAIN TRAINING PROGRAMS

Organizations may also consider:

- Basic Supply Chain Management Training
- Advanced Supply Chain Management Training
- Sales and Operations Planning Training
- Inventory Management and Control Training
- Procurement and Strategic Sourcing Training
- Production Planning and Control Training
- Supply Chain Analytics and KPI Training
- Supplier Relationship Management Training
- Supply Chain Risk Management Training
- Microsoft Excel for Supply Chain Analysis Training
- Microsoft Power BI for Supply Chain Reporting Training

WHY CHOOSE MSS CORPORATION?

Making Strong Success Corporation delivers practical and customizable corporate training programs based on actual operational, planning, and business challenges.

Our approach combines:

- Concise and relevant facilitator input
- Engaging EnterTRAINment methodologies
- Practical forecasting exercises
- Spreadsheet-based applications
- Cross-functional demand simulations
- Realistic business scenarios
- Workplace-applicable tools and outputs
- Facilitator coaching and feedback
- Customization based on the client's industry and planning environment

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This **Demand Planning and Forecasting Training in the Philippines** is designed not merely to teach participants how to calculate forecasts. It helps them understand demand, evaluate evidence, manage assumptions, collaborate across functions, prepare scenarios, and convert forecasts into more reliable business decisions.

REQUEST A CUSTOMIZED PROGRAM

Organizations searching for **Demand Planning Training in the Philippines**, **Demand Forecasting Training in the Philippines**, **Planning Demand Training in the Philippines**, or **Forecasting Demand Training in the Philippines** may request a customized program based on their industry, product or service portfolio, demand patterns, historical data, planning process, and operational priorities.

Understand the demand. Build the forecast. Align the assumptions. Make better supply chain decisions.