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FMCG

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Anamind helped a leading Fortune 500 company implement secondary sales forecasting for demand sensing and retaining market share

CASE OVERVIEW

The client is engaged in manufacture and sale of a range of FMCG products. The operations cover 17 manufacturing locations, 1400 direct customers across 7 regions fulfilled by 22 distribution centers. Product offering includes 6 major product lines with about 300 mother SKUs.

The company has deployed a planning module from a leading ERP vendor for its primary sales forecasting. However, there was lack of visibility into consumer demand beyond distributors to manage the channel inventory. The syndicated Nielson data was not being proactively used for this purpose either.

Secondary sales forecasting required setting up of a new system and process.

KEY CHALLENGES

High Channel Inventory

High working capital investment
VMR process not strictly adhered
Manual stock planning by sales team

No Tracking of Secondary Sales Trends

Lack of reporting & analysis

Lack of Team Bandwidth

Both new system and process required additional resources to support until stability

SOLUTION

Forecast Secondary Sales & Stock Management

State of art planning tool
No capex investment
Plug & play
Statistical forecast at SKU level

BI Based Demand Sensing Reports

Trend, market share & promo analysis
Exceptions report to review forecast
ABC & forecast error bucket analysis

Process Consulting & Manpower Support

Process set up - flow & timelines
KPIs & reports identification
Trained planning manpower support

KEY BENEFITS

Quick forecasting capability deployment within 2 weeks

Including process diagnostics,
Advanced forecasting system and BI platform

Insightful analysis and tracking resulting in forecast accuracy of 90%

New process and capability set up without additional burden on current resources

" Thanks for putting in all the efforts for the secondary sales forecasting tool. We saw it as a fantastic collaborative planning tool that could not only forecast but also drive consensus from top to bottom cut across functions. The graphical views of data with drilldowns were something we were looking forward to effectively use in our S&OP discussions"

Customer Feedback

EASY, POWERFUL & COLLABORATIVE PLANNING SYSTEM



STATISTICAL



MACHINE LEARNING



DATA CLEANING



COLLABORATIVE



NEW PRODUCTS



BUSINESS EVENTS



HIERARCHY BASED



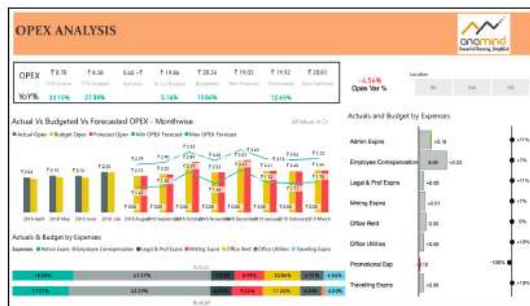
MULTI USER

INSIGHTFUL & ACTIONABLE BUSINESS INTELLIGENCE

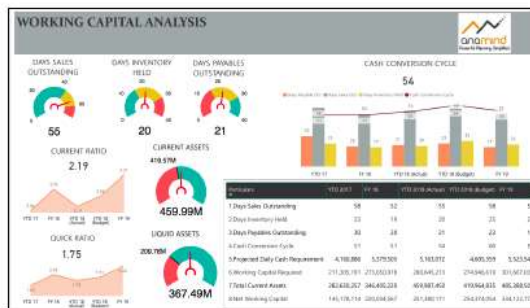
FORECAST REPORTS & DASHBOARDS



PERFORMANCE SCORECARDS



INVENTORY REPORTS



SUPPLY PLANNING REPORTS

BUSINESS PLANNING TRAINING



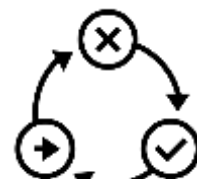
ONLINE



CLASSROOM



OUTSOURCING



CONSULTING

India's Top Demand Planning Solution
Providers – 2021



Best demand forecasting solution provider
– Institute of Supply Chain Management



One Of the Top Six Planning Solutions
Provider



+ About Us

Anamind helps companies build better planning and forecasting capability by offering process consulting, planning systems, business intelligence platform for planning process, training and certification.

We work with companies across multiple sectors and revenue size helping them build or improve upon to adopt a world class planning process.

+ For more information contact

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