



Jornada de Planejamento | Aug 09th, 2023



ICONIC



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SOMOS LÍDERES DE MERCADO EM LUBRIFICANTES*

Desenvolvemos, produzimos,
comercializamos e distribuímos
**lubrificantes, fluidos, graxas
e coolants.**

Tudo isso com o propósito
de fazer o mundo girar melhor,
criando juntos **soluções
que transformam.**

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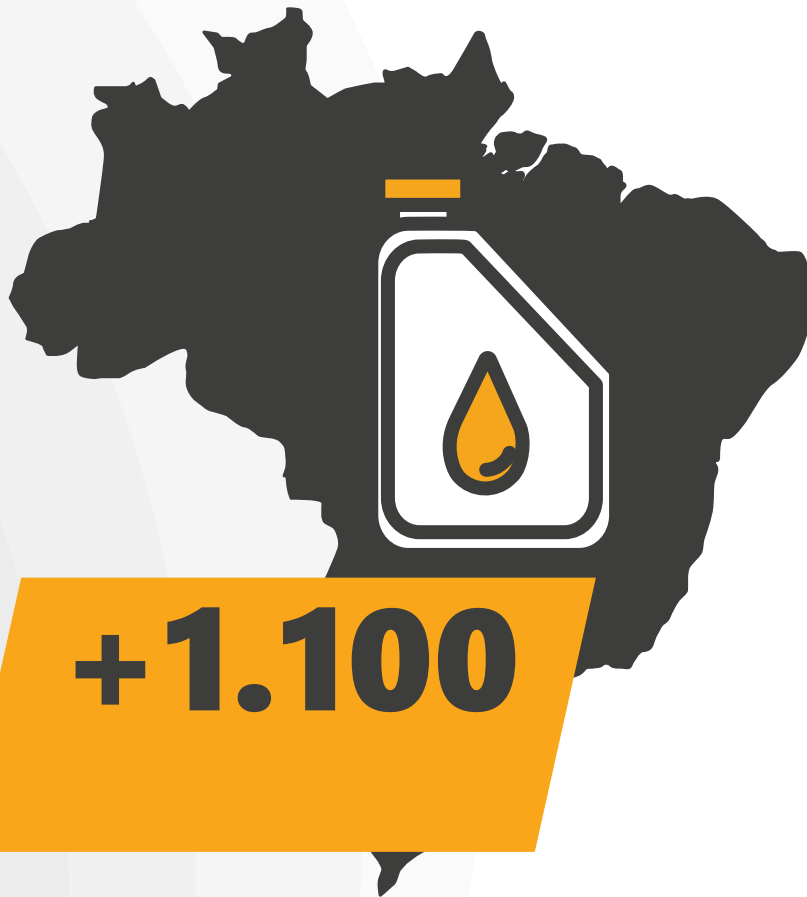
3
Plantas



+20
CDs



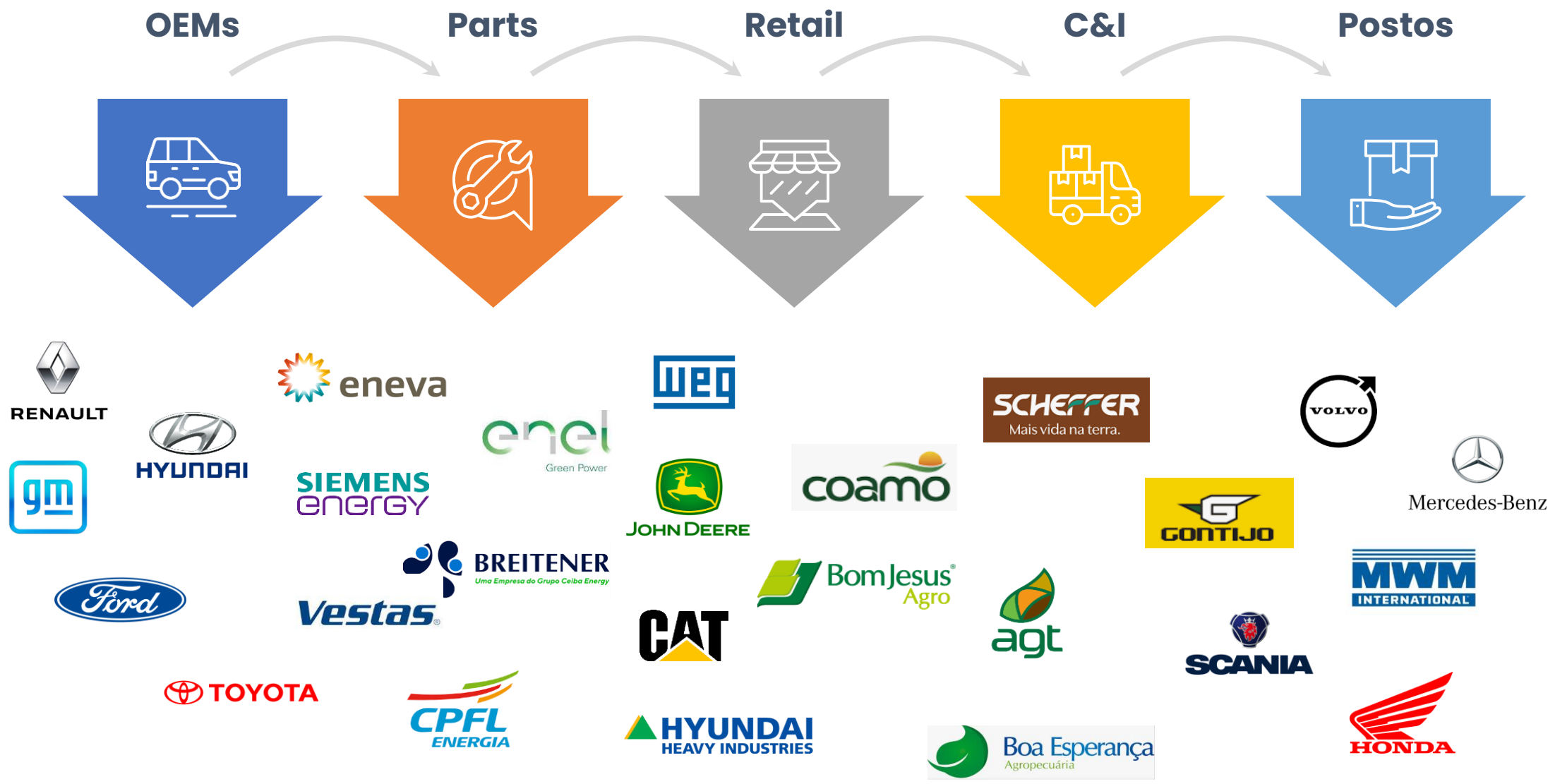
+20
Distribuidores



**Milhões
de litros**

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Nossos Clientes





S&OP

Sabrina Spagnolo



S&OE

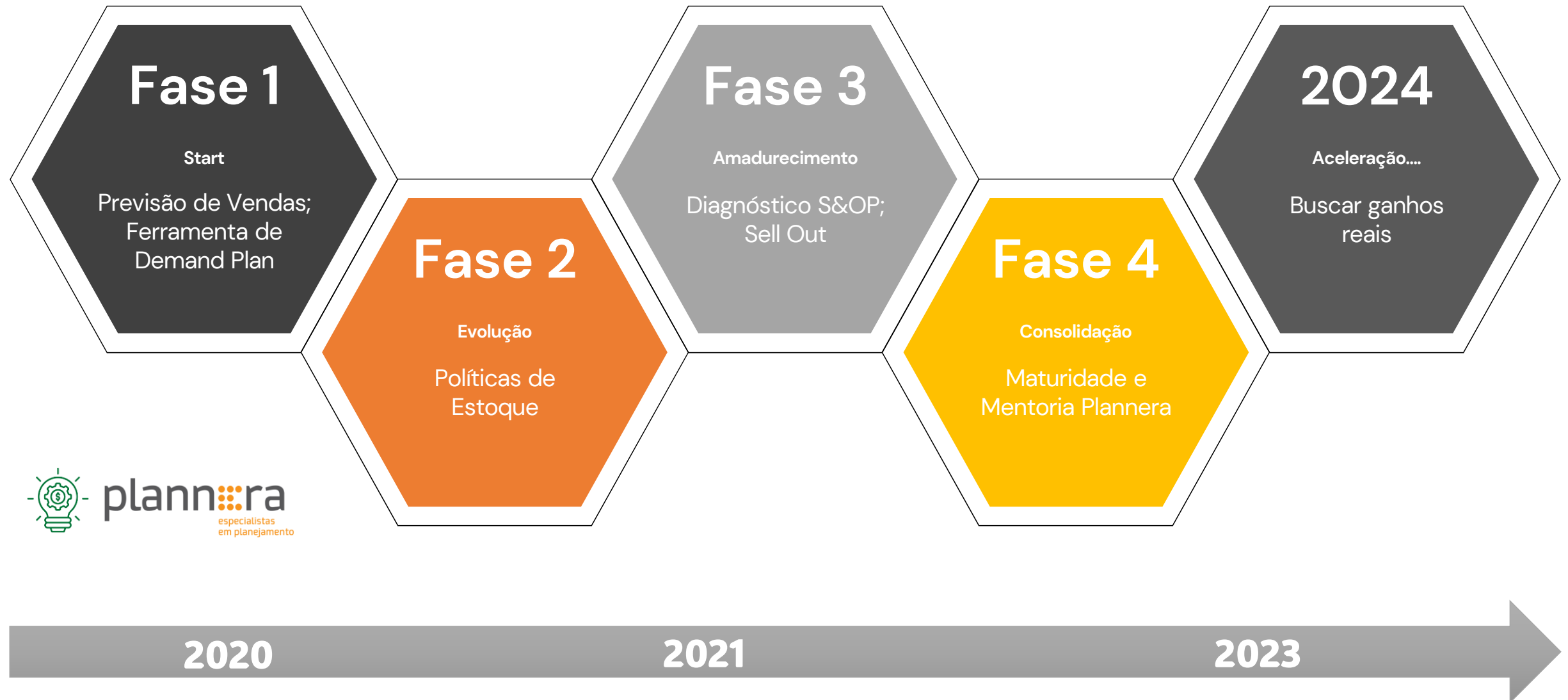
Debora Carrancho



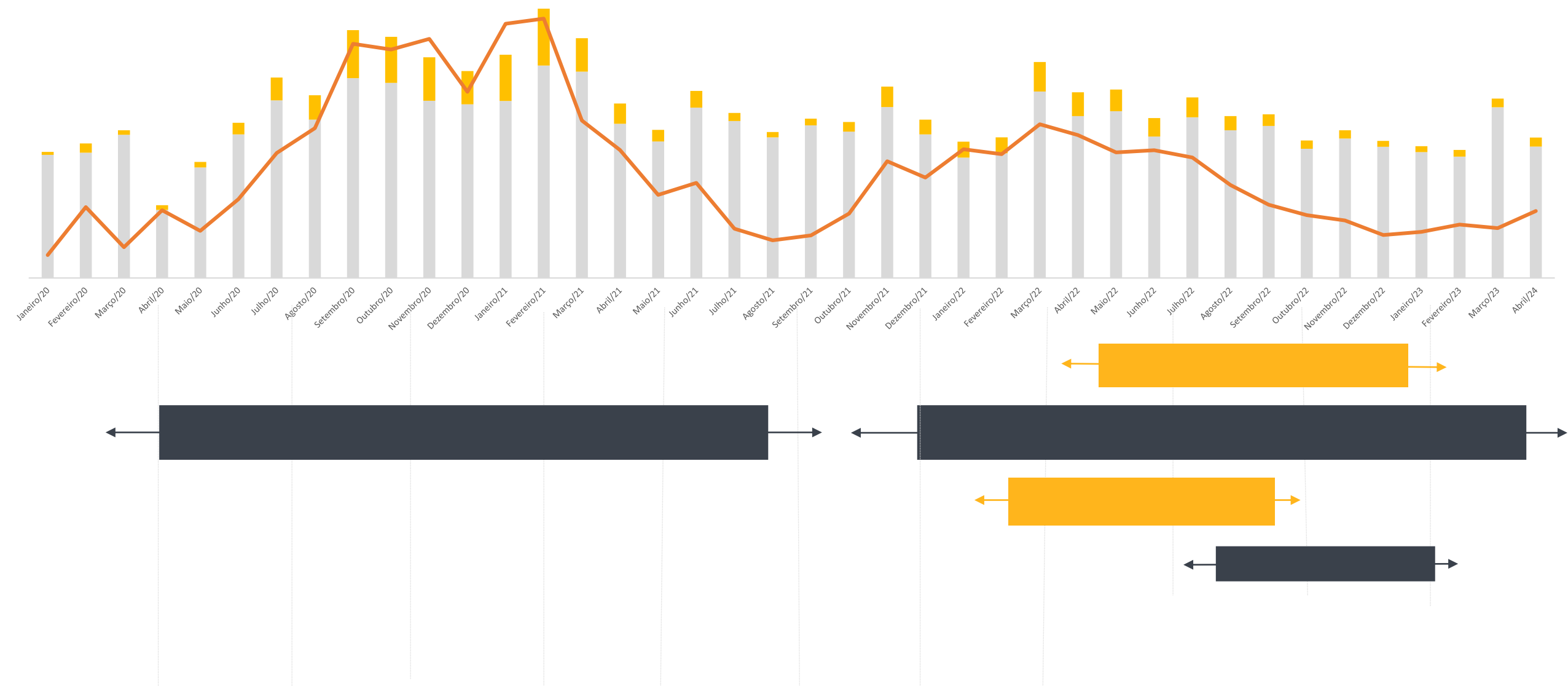
Previsão Vendas

Thiago Bittencourt

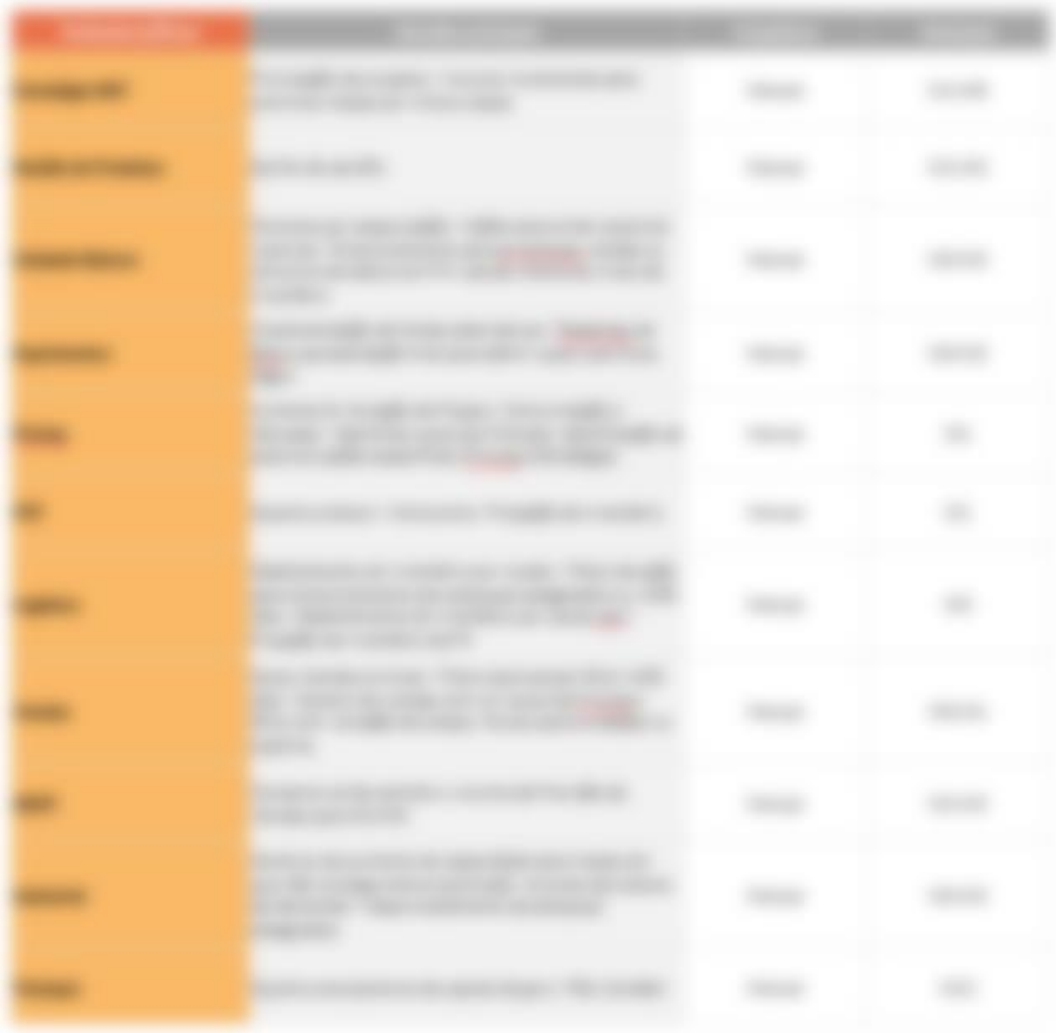
Timeline



Supply | Crise Pandemia



Goals



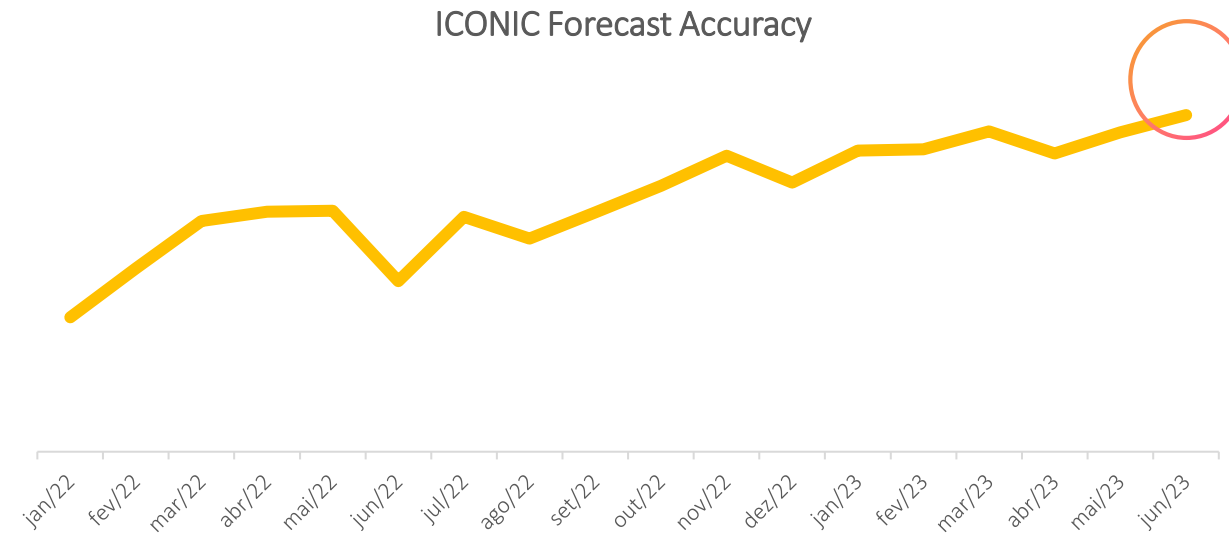
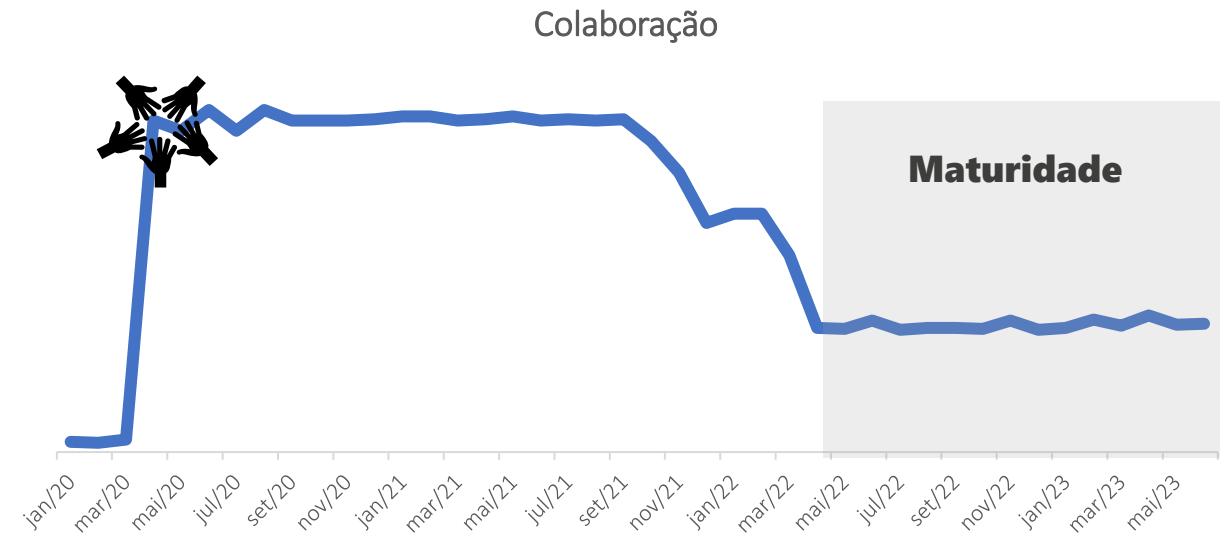
Colaboração

Maturidade

ICONIC Forecast Accuracy

ICONIC - Interna

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Desafios





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