Democratizing
Demand Planning

The "First Lap" of S&OP for SMEs.

From Chaos to Clarity.

Why This Matters

- **8 Years of Experience:** Deep domain expertise in high-level demand planning.

- **The Corporate Standard:** MNCs use rigorous planning to optimize inventory and maximize revenue.

- **The Outcome:** Data-driven decisions, optimized cash flow, and reduced write-offs.

- **The Mission:** Bringing this "Gold Standard" to the SME market.

The Market Gap

🏢 The MNC Reality

Dedicated Planning Teams.

Sophisticated S&OP Processes.

Clear consensus between Sales, Finance, and Supply Chain.

🏪 The SME Reality

No budget for Headcount.

Founders rely on "Gut Feeling."

Cash flow stuck in wrong inventory.

Reactive firefighting.

Critical Questions for Owners

Cash Flow

Where is your capital stuck? Which product categories are holding dead stock?

Service Level

Why are we Out-of-Stock despite having a full warehouse?

Safety Stock

How much inventory do we *actually* need? (No more guessing games).

Validation Pilot:
F&B Sector

The "Poke Bowl" Test Case

We are validating the MVP with a real-world partner.

Complexity: High turnover, perishable goods (Salmon, Corn), and Bill of Materials (BOM) management.

Goal: Prove that better data leads to lower waste and higher margins.

System Architecture: Inputs

1. Master Data (Static)

The Foundation

- Product SKUs & Categories
- Bill of Materials (BOM)
- Replenishment Lead Times
- Supplier & Customer Data

2. Dynamic Data (Live)
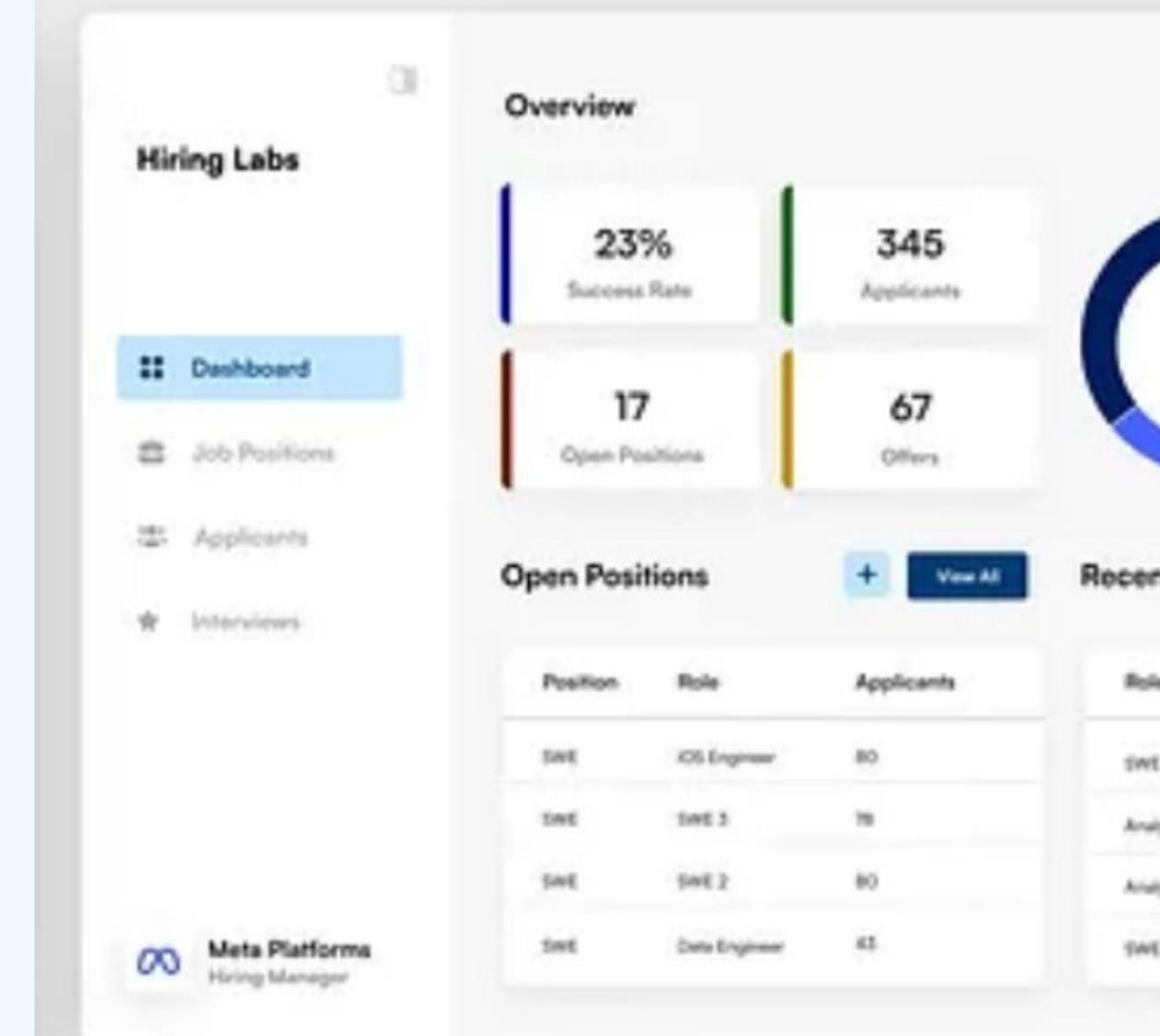
The Pulse

- Stock On Hand (SOH)
- Rolling Forecasts (ROFO)
- Live Sales Orders
- Marketing Calendar & Promos

Actionable Analytics

The system digests inputs to produce decision-grade reports:

✓ **ABC / XYZ Analysis:** Segment products by value.

✓ **Forecast Accuracy:** WMAPE & Bias trends.

✓ **Margin Reports:** Profitability by SKU.

✓ **Aging & Excess:** Immediate cash flow alerts.

Why SMEs Will Pay

Cash

Unlock capital tied up in Excess & Aging stock.

Rev

Maximize sales of "Class A" products (No OOS).

Scale

Data readiness for Banks & Investors.

Implementation Roadmap

Step 2

Metrics &
Diagnostics

Step 1

Data Ingestion
& Cleaning

Step 3

Problem
Presentation

Step 4

Deploy MVP
Templates

Step 5

Training &
Handover

From Reactive to **Proactive**

Moving beyond the "Guessing Game" to strategic, data-driven growth.

Let's Build It.

Next Steps: Define Schema & Start Pilot.

Q&A

Image Sources

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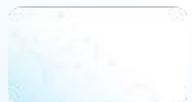
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