**Mass customization example**

Goal: Advance Company X’s forecasting and supply planning capabilities to address consumer trends towards mass customization

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| --- | --- |
| **Purpose**   * Build confidence across stakeholders that XXX can adequately supply plan and forecast supplemental items used by consumers in mass customization * Advance our forecasting capabilities and maximize utilization of the transaction data * Translate this capability to other SVC accounts/offerings | **Customers/Stakeholders**   * Internal:   + SCM Leadership   + EAS Demand Planning   + EAS Supply Planning   + Marketplace Analytics   + SCDM   + SVC Sales team * External:   + Customer Y’s SCM Leadership   + Customer Y’s New Products & Marketing   + Customer Y’s Category Leadership   + Foods Suppliers   + Distribution Centers |
| * **Assessment:**   + **Understand data availability**   + **Identify data gaps and ways to get around these gaps**   + **Propose final methodology to answer the 3 key questions**  1. What is going on? 2. How is that changing over time? 3. How do we predict ongoing?  * A ‘position paper’:   + Situation Analysis – answers the 3 key questions   + Recommendations on how to advance our mass customization capabilities via: (1) keying, (2) inventory, & (3) Yield conversion factor (YCF)   **Result** | * **The new approach will be more ‘nimble’ and faster reacting than the monthly YCF process** * **The new approach will be ‘touchless’ and not heavy on system resources** * **The new approach will reference input from our SMEs on the following teams demand planning, supply planning, and advanced analytics**   **Criteria** |

**Participation Project Timeline**

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| --- | --- | --- |
| **Process Step** | **Date** | **Status/Comments** |
| Confirm capabilities of TDA, can we see item subtractions? | 05/23/18 | Done |
| Agree on Aims / kick off | 05/24/18 | Done |
| Define scope/approach of project | 05/24/18 | Done |
| Align on revised AIMs grid | 06/05/18 |  |
| Understand data availability and gaps | TBD |  |
| Propose final methodology to address key questions (3) – see below | TBD |  |
| Situation analysis of current state, high C/E items with wide ranges, etc.   1. What is going on? 2. How is that changing over time? 3. How do we predict ongoing? | TBD |  |
| Develop options, tie into Next Gen solutions | TBD |  |
| Draft Recommendation paper | TBD |  |
| Review Recommendation with Sue & Marty | TBD |  |

**Paper outline:**

* *Problem statement*
* *Current approach*
* *Industry best practices*
* *Benefits of changing*
  + *Is there a dollar value benefit we can assign?*
* *Recommendation for how to change*
  + *Good, better, best approach possibly?*
* *Next steps*