

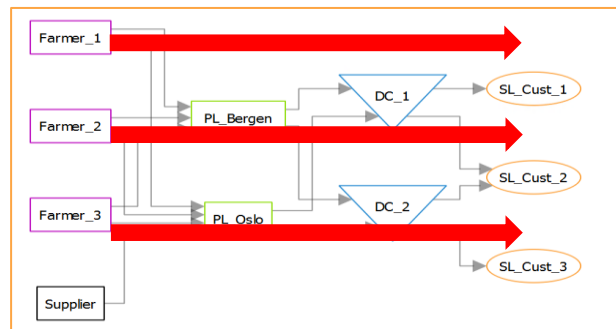
TIP 3 – PLANNING DECISIONS

First focus on the planning decisions you can't control.

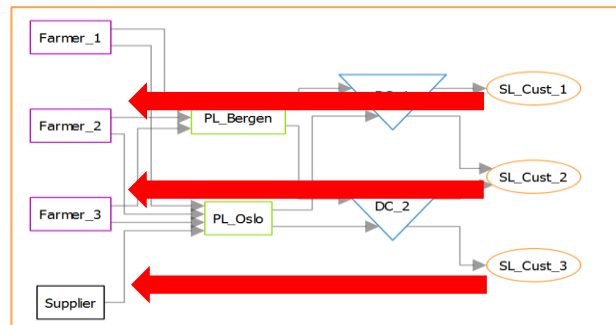
- We can't control the supply of the milk which we are obliged to take from the farmers.
- We can't control the demand of the customer.

To come to a feasible plan, you can therefore use the push-pull principle. This means:

- You push your supply through your supply chain → push the milk from the farmers.



- You pull your demand through your supply chain → pull the forecast from the customers.



Check the inventory levels within your supply chain after pushing and pulling. Try to match your milk with the demand forecast, based on the inventory levels that you see.