

*Thank you for completing the online Oliver Wight Demand Management Maturity - Self Assessment Report. Please find enclosed your report. We look forward to discussing the next steps with you.*

*The answers below should be viewed in conjunction with the Maturity diagram and answer graph shown on the last page of this report.*

**Do you have a monthly demand review meeting and how is it best described?**

**Q1:** *Yes, we have a monthly demand meeting with a structured agenda and purpose. The demand review manages performance and drives sales and marketing ownership for market and customer plans.*

**What is the frequency of the demand review meeting?**

**Q2:** *We have a monthly demand review meeting.*

**Is the demand plan expressed in:**

**Q3:** *The demand plan is expressed in volume, value and margin.*

**What is the horizon of the demand plan?**

**Q4:** *The horizon on the demand plan is 1-12 months.*

**Is the demand plan unconstrained (not constrained by supply issues)?**

**Q5:** *The demand plan is unconstrained (not constrained by supply issues).*

**Who owns the demand planning process?**

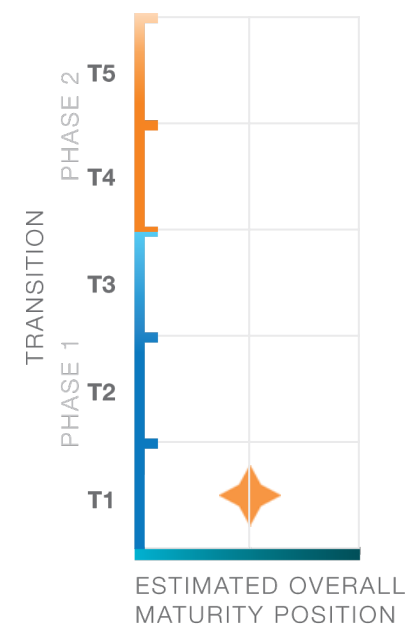
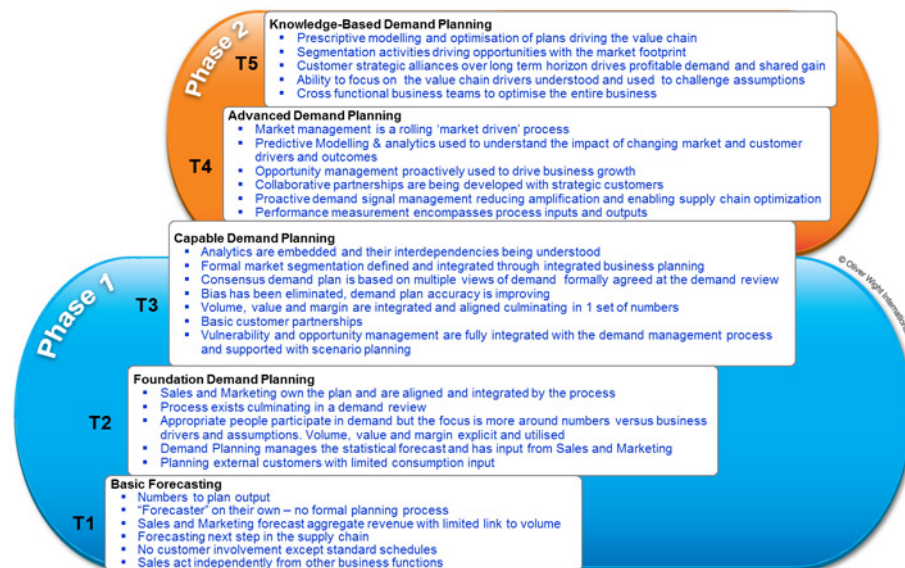
**Q6:** *The demand planning process is owned by Sales.*

- Q7:** **How does the business utilise the demand plan?**  
*The demand plan drives supply chain plans and forms the basis of the financial plan.*
- Q8:** **What measures are used by the demand team?**  
*The demand team uses demand plan accuracy as a measure.*
- Q9:** **Which statement best describes the demand plan in your business?**  
*The demand plan reflects the financial targets.*
- Q10:** **How do you manage vulnerabilities and opportunities?**  
*There is no formal process for management of vulnerabilities and opportunities.*

# Demand Management Maturity

## Self-Assessment Report for: ASIM - INDIBA

Inspiring  
Business  
Performance



Based on your answers, we estimate your maturity position as shown by an orange star.

If you would like a more precise diagnostic, and to understand the opportunities to improve, please contact: [veronica.lake@oliverwight-eame.com](mailto:veronica.lake@oliverwight-eame.com)