



# Fundamentals of Demand Planning and Forecasting

By Professor Chaman L. Jain, Jack Malehorn

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This is the most comprehensive book written in the area of demand planning and forecasting, covering practically every topic which a demand planner needs to know. It discusses not only the different models of forecasting in simple and layman terms, but also how to use forecasts effectively in business planning. It covers forecasting processes from Silo to Consensus Forecasting to Sales & Operation Planning(S&OP) to Collaborative Planning, Forecasting and Replenishment (CPFR) to Integrated Business Planning (IBP), and describes how each one improves over the other. It gives many real life cases and examples to make the point. No matter how accurate forecasts are they have no value unless they are used. For that, it explains how to report, present and sell forecasts to management. Nothing improves unless it is measured. It discusses in detail key performance indicators, which are used or should be used in business. Also, what we can do to improve forecasts. Above all, it brings out a number of worst practices, with the thinking once companies recognize what they are doing wrong, they will do something about them. Also, the book discusses the criteria for selecting a forecasting & planning package or system and more. Also, this is the key book used for the Certified Professional Forecaster (CPF) accreditation.

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