

TEAM **MARKSMEN**



DEMAND PLANNING & FORECASTING
CONCLAVE 2023

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#TMDPFConclave

Strategic Insights, Future-ready Decisions

**BUILDING RESILIENT FUTURES THROUGH
DEMAND PLANNING & FORECASTING**

06 DECEMBER 2023 | TAJ CITY CENTRE, GURUGRAM

EMPOWERING BUSINESS RESILIENCE

Demand planning and forecasting today takes a center stage as it empowers businesses to understand consumer preferences and demands more comprehensively. As markets shift, consumer behaviours evolve, and global events exert their influence on supply chains, businesses find themselves navigating uncharted territory. Demand planning and forecasting helps anticipate these changes, provide visibility into future demand and facilitate risk assessment in the supply chain that strengthens business resilience.

ENHANCING SUPPLY CHAIN VISIBILITY FOR OPERATIONAL EXCELLENCE

DEMAND PLANNING AND FORECASTING drive supply chain visibility through data-driven insights. Historical data, market trends, and advanced analytics provide a comprehensive view of customer demand, inventory, and supply. With real-time information, decision-makers anticipate demand shifts,



spot bottlenecks, and address vulnerabilities. This accurate data enhances production, optimizes inventory, and allocates resources strategically.

A SIGNIFICANT COMPETITIVE EDGE

In an era where innovation and adaptability are key to survival, demand planning and forecasting techniques provide businesses with a strategic advantage. By accurately predicting customer demand, businesses can position themselves as industry leaders, offering products and services that resonate with consumers. This ability to capitalise on emerging trends and technological advances sets the stage for sustainable growth and long-term success.

Recognising the paramount significance of demand planning and forecasting in shaping modern businesses and building on the success of the two editions of its Supply Chain and Logistics Conclave, Team Marksmen Network is now proud to announce the inaugural edition of the **"Demand Planning and Forecasting Conclave"**. Set to take place on **December 06th in Delhi**, this strategic industry platform is poised to unite thought leaders, experts, and luminaries in demand planning, forecasting, and supply chain domains. The event will serve as a singular destination to bring to light the pivotal role of demand and inventory planning within supply chains.



WHAT WILL YOU LEARN



- ➤ How demand and inventory planning strategies can be harnessed strategically to ensure operational excellence, efficiency, and resilience.
- ➤ Role of data analytics and technological advancements in transforming demand and inventory planning into foresight-driven, data-powered engines that adapt to real-time market dynamics.
- ➤ Address the challenges posed by disruptions, market shifts, and unforeseen events, and explore ways to enhance risk management through strategic demand and inventory planning.
- ➤ How demand and inventory planning can be tailored to enhance customer satisfaction, ensuring products and services are readily available.
- ➤ Approaches to integrate principles of sustainability into demand and inventory planning strategies.
- ➤ Cutting-edge technologies, trends, and innovative solutions that are reshaping demand and inventory planning, providing a glimpse into the future of supply chains.

WHO SHOULD ATTEND?



CXOs, Presidents, Vice Presidents,
Senior Directors, Directors,
General Managers, Heads of



Supply Chain



Demand Planning



Forecasting



Inventory Management



Warehousing



Procurement



Sourcing

ABOUT TEAM MARKSMEN

We are a media organisation based out of Mumbai that empowers industry leaders by providing them with insights, ideas, and opportunities that fits their unique industry and context. Through content shared via our flagship website, Marksmen Daily, and our print magazine 'in Focus' focused on business, leadership, and lifestyle, we help advance the practice of management.

Team Marksmen has carved a niche by creating unique knowledge communities and platforms that inform and shape the actions of decision makers, enabling them to create impactful change. We have successfully executed more than 45 events with 1500+ domestic and international B2B and B2C brands, helping businesses across industries create opportunities to engage audiences through on-ground and virtual experiences.



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