

LEVERAGING EFFECTIVE DEMAND FORECASTING & PLANNING FOR IMPROVED BUSINESS RESULTS IN A VOLATILE MARKET

"Enhancing Business Resilience and Profitability through Strategic Demand Forecasting and Planning"

Schedule

Date	Venue	Fees (Face-to-Face)
15 - 17 Sep 2026	Manama - Bahrain	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

In today's volatile market, businesses are constantly faced with fluctuations in demand due to economic shifts, consumer behavior changes, and global disruptions. The ability to forecast demand accurately and plan effectively is essential for maintaining competitive advantage, optimizing inventory, and maximizing profitability.

This 3-day intensive course is designed to equip professionals with the skills and techniques needed to leverage demand forecasting and planning processes to enhance business outcomes. Participants will learn how to create accurate forecasts, integrate data analytics into their planning processes, and develop strategies for managing supply chain risks, ensuring that businesses can thrive even in uncertain and unpredictable markets.

Objectives

By the end of this course, participants will be able to:

- Understand the key principles and methodologies of demand forecasting and planning
- Develop and implement forecasting models that account for market volatility
- Utilize data analytics and technology to improve forecasting accuracy
- Manage inventory and supply chains effectively with dynamic demand forecasts
- Create strategies to mitigate risks and adapt to changes in demand patterns

Why Attend

- Learn how to forecast demand in volatile and unpredictable markets
- Develop strategic planning skills to align demand forecasts with business objectives
- Gain insights into advanced data analytics techniques for improved forecasting accuracy
- Enhance your ability to manage inventory and reduce costs through better demand planning
- Improve business agility and resilience by adapting to market changes quickly

Target Audience

This program is designed for:

- Supply chain and operations managers
- Demand planners and inventory control professionals
- Financial planners and analysts
- Sales and marketing teams responsible for demand planning
- Anyone involved in business forecasting, planning, and resource management

Individual Benefits

Key competencies that will be developed include:

- Expertise in demand forecasting models and techniques
- Enhanced ability to manage and plan for inventory, production, and distribution
- Understanding of data analytics and how it drives accurate forecasting
- Improved skills in handling volatile markets and adapting to market disruptions
- Ability to integrate demand planning with overall business strategy

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved accuracy in demand forecasting and reduced risk of stockouts and overstocking
- More efficient and cost-effective inventory management
- Enhanced agility in responding to market changes and consumer behavior shifts
- Increased profitability and business performance by aligning supply with demand
- Stronger coordination across departments, resulting in optimized operations

Instructional Methodology

The course follows a blended learning approach combining theory with practical application:

- Strategy Briefings - Key concepts, models, and strategies for effective demand forecasting
- Case Studies - Real-world examples of successful demand forecasting and planning in volatile markets
- Workshops - Hands-on exercises in developing forecasting models and risk management strategies
- Peer Exchange - Group discussions on challenges and solutions in demand planning
- Tools - Forecasting templates, risk management frameworks, and data analytics tools

Course Outline

DETAILED 3-DAY COURSE OUTLINE

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Fundamentals of Demand Forecasting and Planning

- Module 1: Introduction to Demand Forecasting (07:30 - 09:30) • The importance of demand forecasting in business strategy • Key types of demand forecasts: qualitative vs. quantitative • Overview of forecasting models: time-series, causal models, and machine learning
- Module 2: Key Principles of Demand Planning (09:45 - 11:15) • The relationship between forecasting and demand planning • Aligning demand forecasts with sales, production, and inventory strategies • How to integrate demand planning with financial and operational planning
- Module 3: Understanding Market Volatility and Its Impact (11:30 - 01:00) • Factors that contribute to market volatility and demand fluctuations • Analyzing external and internal factors that affect demand • Strategies for adapting to market changes and managing uncertainties
- Workshop - Developing a Demand Forecasting Model (02:00 - 03:30) • Create a demand forecasting model based on historical data • Group discussion on the model's application to real-world scenarios

Day 2: Data Analytics and Forecasting Accuracy

- Module 1: Data Analytics for Demand Forecasting (07:30 - 09:30) • The role of data analytics in improving forecasting accuracy • Collecting and analyzing data: market trends, consumer behavior, and sales history • Forecasting accuracy: measurement techniques and error reduction strategies
- Module 2: Advanced Forecasting Techniques (09:45 - 11:15) • Introduction to advanced forecasting models: ARIMA, exponential smoothing, and machine learning • Integrating big data and AI in demand forecasting • The use of software tools for demand planning and forecasting
- Module 3: Risk Management in Demand Planning (11:30 - 01:00) • Identifying risks in the demand forecasting process • Strategies to mitigate forecasting errors and volatility • Scenario planning and contingency strategies for unexpected market shifts
- Workshop - Using Data Analytics for Demand Forecasting (02:00 - 03:30) • Hands-on practice with analytics tools for improving forecasting accuracy • Analyze real-world market data to build forecasts and evaluate risks

Day 3: Demand Planning, Inventory Management, and Business Strategy

- Module 1: Inventory Management and Demand Planning (07:30 - 09:30) • Aligning demand forecasts with inventory management strategies • Optimizing stock levels, minimizing stockouts, and reducing excess inventory • Managing lead times and production schedules based on demand forecasts
- Module 2: Aligning Demand Forecasting with Business Objectives (09:45 - 11:15) • Linking demand planning with sales, marketing, and operational goals • The importance of cross-departmental collaboration in demand forecasting • Measuring the effectiveness of demand planning against business KPIs
- Module 3: Continuous Improvement and Forecasting Refinement (11:30 - 01:00) • Continuous monitoring and refining of forecasts based on new data • Performance tracking and feedback loops in demand forecasting • Leveraging past forecasts to improve future accuracy
- Final Workshop - Demand Planning and Risk Mitigation Strategy (02:00 - 03:30) • Develop a comprehensive demand planning and risk mitigation strategy • Group presentations and feedback on the strategy's application in volatile markets

Certification

Participants will receive a Certificate of Completion in Leveraging Effective Demand Forecasting & Planning for Improved Business Results in a Volatile Market, validating their ability to develop and implement strategic demand forecasting and planning processes to enhance business outcomes.

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