

# DEMAND FORECASTING TO FLEET MANAGEMENT FOR EFFECTIVE SUPPLY CHAIN

*"Driving Supply Chain Excellence Through Accurate Forecasting and Smart Fleet Operations"*

## Schedule

| Date             | Venue       | Fees (Face-to-Face)   |
|------------------|-------------|-----------------------|
| 20 - 24 Sep 2026 | Doha, Qatar | USD 3495 per delegate |

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

## Introduction

The Demand Forecasting to Fleet Management for Effective Supply Chain course equips supply chain and logistics professionals with advanced tools and strategies to improve demand planning, optimize fleet operations, and enhance overall supply chain efficiency. This program bridges the gap between demand forecasting and fleet utilization, providing participants with practical insights to reduce costs, improve service levels, and strengthen competitive advantage.

With a focus on real-world case studies, hands-on exercises, and expert-led discussions, participants will leave with actionable skills to transform their organization's supply chain capabilities from end to end.

## Objectives

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

- Understand the principles and methods of demand forecasting.
- Integrate forecasting data into supply chain and fleet management decisions.
- Optimize fleet operations for cost savings, sustainability, and efficiency.
- Identify risks and mitigate disruptions across the supply chain.
- Apply key performance indicators (KPIs) to monitor and improve performance.

## Why Attend

- Learn advanced forecasting models and tools tailored to your industry.
- Discover best practices for aligning demand planning with fleet operations.
- Gain insights into technology trends like IoT, telematics, and predictive analytics.
- Network with peers and industry experts to share challenges and solutions.
- Enhance your organization's resilience and responsiveness to market shifts.

## Target Audience

This program is designed for:

- Supply chain managers, logistics coordinators, and demand planners.
- Fleet managers, transportation supervisors, and distribution managers.
- Operations and procurement professionals involved in supply chain activities.
- Business analysts and data specialists supporting supply chain functions.
- Anyone aiming to improve supply chain integration and performance.

## Individual Benefits

Key competencies that will be developed include:

- Proficiency in demand forecasting techniques and tools.
- Skills in fleet optimization, route planning, and load balancing.
- Ability to use data-driven insights for better decision-making.
- Enhanced understanding of supply chain risks and mitigation strategies.
- Capability to drive continuous improvement across supply chain operations.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved demand-supply alignment, reducing stockouts and excess inventory.
- Enhanced fleet efficiency, lowering operational costs and carbon footprint.
- Stronger supply chain resilience to handle market volatility and disruptions.
- Increased customer satisfaction through reliable and responsive delivery.
- Data-informed decision-making that supports strategic goals and growth.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Advanced concepts in demand forecasting and fleet management.
- Case Studies - Real-life examples of supply chain optimization and success stories.
- Workshops - Practical exercises on forecasting models, routing, and fleet scheduling.
- Peer Exchange - Interactive discussions on challenges and best practices in the field.
- Tools - Forecasting templates, fleet performance dashboards, and KPI trackers.

## MAWA EVENTS

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## Course Outline

Detailed 5-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

- Module 1: Introduction to Demand Forecasting (07:30 – 09:30)
  - The role of forecasting in supply chain success.
  - Quantitative and qualitative forecasting methods.
  - Data requirements and forecasting accuracy.
- Module 2: Forecasting Tools and Techniques (09:30 – 11:30)
  - Time series analysis, causal models, and machine learning approaches.
  - Software tools for demand forecasting.
  - Best practices for data collection and validation.

### Day 2: Linking Forecasting to Supply Chain Planning

- Module 3: Integrating Forecasts into Supply Chain Decisions (07:30 – 09:30)
  - Aligning supply and demand across functions.
  - Inventory management and replenishment strategies.
  - Collaboration between sales, operations, and logistics.
- Module 4: Scenario Planning and Risk Management (09:30 – 11:30)
  - Identifying and preparing for supply chain risks.
  - Building flexibility and resilience into plans.
  - Using forecasts to drive contingency planning.

### Day 3: Fleet Management Essentials

- Module 5: Principles of Fleet Management (07:30 – 09:30)
  - Core components of effective fleet operations.
  - Route planning, load optimization, and dispatching.
  - Cost analysis and performance metrics.
- Module 6: Technology in Fleet Management (09:30 – 11:30)
  - GPS, telematics, and IoT applications.
  - Predictive maintenance and fleet tracking.
  - Sustainability and green fleet initiatives.

### Day 4: Performance Measurement and Continuous Improvement

- Module 7: KPIs and Metrics (07:30 – 09:30)
  - Key metrics for demand forecasting and fleet management.
  - Dashboards and reporting tools.
  - Benchmarking against industry standards.
- Module 8: Driving Improvement (09:30 – 11:30)
  - Lean principles and Six Sigma in the supply chain.
  - Identifying improvement opportunities.
  - Implementing change and sustaining results.

### Day 5: Application and Strategy Development

- Module 9: Strategic Alignment (07:30 – 09:30)
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Aligning supply chain initiatives with business goals.

- Stakeholder engagement and cross-functional collaboration.
- Developing a roadmap for long-term success.
- Module 10: Final Workshop and Action Planning (09:30 – 11:30)
- Hands-on group exercise applying course concepts.
- Presenting strategies and receiving peer feedback.
- Creating an action plan for immediate implementation.

### Certification

Participants will receive a Certificate of Completion in Advanced Supply Chain and Fleet Management, validating their expertise in demand forecasting, fleet optimization, and integrated supply chain strategies.

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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