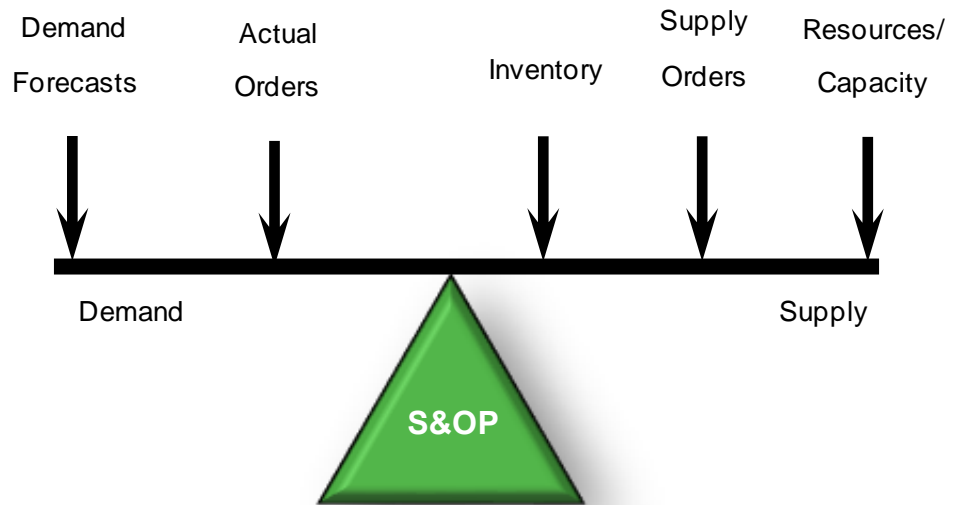


# The S&OP Process – A Balancing Act

Sales and Operations Planning (S&OP) is a structured, monthly, business process. The result is a Consensus Plan: agreed-upon actions approved by the executives to best balance Supply and Demand

- Demand Planning – Forecasts future sales volume by product family using inputs like historic sales, statistical analysis, pricing and promotion strategy, and new product introduction
- Supply Planning – Aligns distribution, manufacturing, and procurement to best meet the Demand Plan considering resource and capacity constraints



## S&OP Implementation

Working towards achievable process improvements is critical to the long-term success and development of a world-class S&OP process.

