

Launching of Sales and Operations Planning for a Fresh Food manufacturer where customer demand was explosive

n Situation

- | The company was experiencing extraordinary growth within North America, but lacked a holistic demand and supply planning process
- | Highly fast-paced blended manufacturing environment servicing top grocers and developing new products

n Goal

- | To launch Sales and Operation Planning process from the ground-up, including structure, communication, tools and metrics

n Approach

- | Created a thorough governance structure to address timeline, planning horizon and activities.
- | Developed communication tools and techniques to gain executive buy-in and cross-functional awareness and support
- | Customized tools to meet the requirements of Sales Forecasting, Production Capacity Planning and Materials Feasibility
- | Provided coaching and mentoring for several months to ensure knowledge transfer

n Results

- | Developed process, tools and structure in 3 months and assisted through 3 months of support
- | Introduced an environment to improve customer satisfaction, drive supplier reliability and assess sales and manufacturing variabilities.

