

**OPERATIONS & SUPPLY CHAIN | COURSE BROCHURE**

# Demand Planning and Sales and Operations Planning (S&OP)

5 days | Classroom training | English

**SMART HORIZON**

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

Explore current programmes

https://smarthorizon.uk



# Course content

## Why attend

Sales and operations planning aligns demand, supply and financial plans to support profitable growth. This course covers demand forecasting methods, forecast accuracy, collaborative demand planning, supply planning, the monthly S&OP cycle, integrated business planning and process implementation.

Disconnected sales, operations and finance plans cause stockouts, excess inventory and missed targets. This course helps you build an effective S&OP process.

## Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

## Course methodology

The course uses forecasting exercises, S&OP simulations, case studies and process design workshops.

## Course objectives

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

- Apply statistical and judgemental forecasting methods
- Measure and improve forecast accuracy
- Run collaborative demand reviews
- Balance demand and supply plans
- Design and run a monthly S&OP process
- Integrate financial planning and executive decision-making

## Target audience

This course is suitable for:

- Demand and supply planners
- Supply chain managers
- Sales and marketing managers
- Finance business partners
- Operations managers



# Course content

## Target competencies

Participants will develop competencies in:

- Demand forecasting
- Forecast accuracy
- Supply planning
- S&OP process
- Scenario planning
- Cross-functional alignment

## Course outline

### Day 1: Planning Foundations

| | |
|---|---|
| **09:00–09:54** | Role of demand planning |
| **09:54–10:48** | Planning horizons |
| **10:48–11:00** | S&OP overview |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | S&OP overview (continued) |
| **12:12–13:06** | Planning maturity |
| **13:06–14:00** | Exercise: Planning assessment |

### Day 2: Demand Forecasting

| | |
|---|---|
| **09:00–09:54** | Statistical methods |
| **09:54–10:48** | Market intelligence |
| **10:48–11:00** | Forecast accuracy and bias |
| **11:00–11:30** | **Coffee break** |
| **11:30–12:12** | Forecast accuracy and bias (continued) |
| **12:12–13:06** | Demand sensing |
| **13:06–14:00** | Lab: Forecasting exercise |



# Course content

## Day 3: Supply Planning

| | |
|---|---|
| 09:00–09:54 | Capacity planning |
| 09:54–10:48 | Inventory policies |
| 10:48–11:00 | Supplier constraints |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Supplier constraints (continued) |
| 12:12–13:06 | Supply scenarios |
| 13:06–14:00 | Exercise: Supply plan |

## Day 4: The S&OP Cycle

| | |
|---|---|
| 09:00–09:54 | Product review |
| 09:54–10:48 | Demand and supply reviews |
| 10:48–11:00 | Pre-S&OP and executive meetings |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Pre-S&OP and executive meetings (continued) |
| 12:12–13:06 | Decision-making |
| 13:06–14:00 | Simulation: S&OP meeting |

## Day 5: Integrated Business Planning

| | |
|---|---|
| 09:00–09:54 | Financial integration |
| 09:54–10:48 | Scenario planning |
| 10:48–11:00 | Technology tools |
| 11:00–11:30 | **Coffee break** |
| 11:30–12:12 | Technology tools (continued) |
| 12:12–13:06 | Implementation roadmap |
| 13:06–14:00 | Capstone: S&OP process design |

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



# Course content

sessions. They are indicative only and do not constitute a binding commitment.

## Dates, venues and fees

Current published course plans. Fees are per participant in GBP, excluding unconfirmed taxes.

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Singapore<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **£2,820.–** |
| Online<br>Confirmed dates | 16 Nov 2026 | 20 Nov 2026 | **£1,250.–** |
| Cape Town<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£1,890.–** |
| Online<br>Confirmed dates | 23 Nov 2026 | 27 Nov 2026 | **£1,250.–** |
| London<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£2,450.–** |
| Online<br>Confirmed dates | 7 Dec 2026 | 11 Dec 2026 | **£1,250.–** |
| Dubai<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£3,150.–** |
| Online<br>Confirmed dates | 14 Dec 2026 | 18 Dec 2026 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Frankfurt<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 4 Jan 2027 | 8 Jan 2027 | **£1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£1,450.-** |
| Online<br>Confirmed dates | 18 Jan 2027 | 22 Jan 2027 | **£1,250.-** |
| Paris<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **£2,860.-** |
| Online<br>Confirmed dates | 1 Feb 2027 | 5 Feb 2027 | **£1,250.-** |
| Cape Town<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£1,890.-** |
| Online<br>Confirmed dates | 8 Feb 2027 | 12 Feb 2027 | **£1,250.-** |
| Istanbul<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **£2,650.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 15 Feb 2027 | 19 Feb 2027 | **£1,250.–** |
| Amsterdam<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **£2,540.–** |
| Online<br>Confirmed dates | 1 Mar 2027 | 5 Mar 2027 | **£1,250.–** |
| Singapore<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **£2,820.–** |
| Online<br>Confirmed dates | 15 Mar 2027 | 19 Mar 2027 | **£1,250.–** |
| London<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **£2,450.–** |
| Online<br>Confirmed dates | 5 Apr 2027 | 9 Apr 2027 | **£1,250.–** |
| Vienna<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **£2,940.–** |
| Online<br>Confirmed dates | 12 Apr 2027 | 16 Apr 2027 | **£1,250.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **£3,150.–** |
| Online<br>Confirmed dates | 19 Apr 2027 | 23 Apr 2027 | **£1,250.–** |
| Frankfurt<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **£2,650.–** |
| Online<br>Confirmed dates | 3 May 2027 | 7 May 2027 | **£1,250.–** |
| Kuala Lumpur<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£1,450.–** |
| Online<br>Confirmed dates | 17 May 2027 | 21 May 2027 | **£1,250.–** |
| Paris<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **£2,860.–** |
| Online<br>Confirmed dates | 7 Jun 2027 | 11 Jun 2027 | **£1,250.–** |
| Rome<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£2,450.–** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 14 Jun 2027 | 18 Jun 2027 | **£1,250.-** |
| Istanbul<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 21 Jun 2027 | 25 Jun 2027 | **£1,250.-** |
| Amsterdam<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 5 Jul 2027 | 9 Jul 2027 | **£1,250.-** |
| Singapore<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 19 Jul 2027 | 23 Jul 2027 | **£1,250.-** |
| London<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 2 Aug 2027 | 6 Aug 2027 | **£1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Dubai<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 16 Aug 2027 | 20 Aug 2027 | **£1,250.-** |
| Barcelona<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£2,840.-** |
| Online<br>Confirmed dates | 23 Aug 2027 | 27 Aug 2027 | **£1,250.-** |
| Frankfurt<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 6 Sept 2027 | 10 Sept 2027 | **£1,250.-** |
| Kuala Lumpur<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£1,450.-** |
| Online<br>Confirmed dates | 20 Sept 2027 | 24 Sept 2027 | **£1,250.-** |
| Paris<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **£2,860.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| Online<br>Confirmed dates | 4 Oct 2027 | 8 Oct 2027 | **£1,250.-** |
| Istanbul<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **£2,650.-** |
| Online<br>Confirmed dates | 18 Oct 2027 | 22 Oct 2027 | **£1,250.-** |
| Rome<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 25 Oct 2027 | 29 Oct 2027 | **£1,250.-** |
| Amsterdam<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **£2,540.-** |
| Online<br>Confirmed dates | 1 Nov 2027 | 5 Nov 2027 | **£1,250.-** |
| Singapore<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£2,820.-** |
| Online<br>Confirmed dates | 15 Nov 2027 | 19 Nov 2027 | **£1,250.-** |



# Course content

## Dates, venues and fees (continued)

| Venue | Start date | End date | Fee (GBP) |
|---|---|---|---|
| London<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£2,450.-** |
| Online<br>Confirmed dates | 6 Dec 2027 | 10 Dec 2027 | **£1,250.-** |
| Dubai<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£3,150.-** |
| Online<br>Confirmed dates | 13 Dec 2027 | 17 Dec 2027 | **£1,250.-** |

## Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon UK certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

## Contact Smart Horizon

info@smarthorizon.uk
2 Kingdom Street, Paddington
London W2 6BD, United Kingdom

View the latest course details online