



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Demand Planning

Custom Courses / Marketing and Sales

Unit Standard AATICD-0195 · NQF Level 5 · 10 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to forecast demand accurately, align supply chain activities, and optimize inventory levels. Participants will learn to analyze historical data, apply statistical methods, and collaborate across functions to improve demand planning processes.

Category	Custom Courses
Subfield	Marketing and Sales
Unit Standard	AATICD-0195
Accreditation	SAQA Accredited · NQF Level 5 · 10 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply quantitative and qualitative forecasting techniques to predict future demand.
- Analyze historical sales data and market trends to identify demand patterns.
- Evaluate forecast accuracy using metrics such as MAPE and bias.
- Design a demand planning process that integrates cross-functional inputs.
- Implement strategies to mitigate demand volatility and manage exceptions.
- Demonstrate the use of demand planning software and tools for scenario analysis.

WHO SHOULD ATTEND

- Supply chain managers, demand planners, inventory analysts, and operations professionals seeking to enhance forecasting accuracy and drive business performance.

COURSE OUTLINE

Day 1: Foundations of Demand Planning

- Introduction to demand planning and its strategic importance
- Key concepts: demand, forecast, lead time, safety stock
- Overview of the demand planning process flow
- Types of demand: independent vs. dependent
- Factors influencing demand: seasonality, trends, promotions
- Introduction to forecasting methods: qualitative vs. quantitative
- Role of data in demand planning
- Common challenges in demand planning

Day 2: Data Collection and Analysis

- Data sources for demand planning: sales history, orders, market data
- Data quality: accuracy, completeness, timeliness
- Descriptive statistics: mean, median, mode, standard deviation
- Time series analysis: trends, seasonality, cycles
- Identifying and handling outliers
- Introduction to moving averages and exponential smoothing
- Using Excel for data analysis: pivot tables, charts, functions
- Practical exercise: cleaning and analysing a sample dataset

Day 3: Forecasting Techniques

- Overview of forecasting methods: qualitative (Delphi, market research) vs. quantitative
- Time series models: naive, moving average, weighted moving average
- Exponential smoothing: simple, Holt's, Holt-Winters
- Causal models: simple and multiple linear regression
- Forecast error metrics: MAD, MSE, MAPE, bias
- Selecting the appropriate forecasting technique
- Software tools for forecasting (Excel, basic stats packages)
- Practical exercise: building and comparing forecasts

Day 4: Demand Planning Integration and Collaboration

- Sales and Operations Planning (S&OP;) process overview
- Cross-functional collaboration: sales, marketing, finance, supply chain
- Collaborative Planning, Forecasting, and Replenishment (CPFR)
- Demand sensing and shaping techniques
- Safety stock calculation and inventory optimisation
- Managing promotions and new product introductions
- Consensus forecasting and demand review meetings
- Practical exercise: conducting a demand review meeting simulation

Day 5: Advanced Topics and Practical Application

- Overview of demand planning software (e.g., SAP APO, JDA, Oracle)
- Demand planning in different industries: retail, manufacturing, FMCG
- Scenario planning and what-if analysis
- Performance metrics and continuous improvement
- Case study: end-to-end demand planning cycle

- Final project: create and present a demand plan
- Course review and assessment

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **10 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
03 Aug 2026	07 Aug 2026	On-Campus	Pretoria, South Africa
03 Aug 2026	07 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	21 Aug 2026	On-Campus	Shenzhen, China
24 Aug 2026	28 Aug 2026	On-Campus	Bangkok, Thailand
24 Aug 2026	28 Aug 2026	On-Campus	Victoria Falls, Zimbabwe

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard AATICD-0195) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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