

# Book Summary

Several companies have been implementing forecasting tools and processes to improve demand planning performance, but these initiatives were not enough to eliminate OOS problems, and improve supply chain efficiency, due to a mismatch between supply and demand, low forecast accuracy for medium and low volume products, high demand variability and/or high number of new product introductions.

To cope with this scenario, most companies are trying to move from a pure Push strategy, which is to produce and distribute based only on forecast, to a Pull system, which is to operate based on actual customer demand, in order to balance supply availability with customer demand.

This book aims to identify and describe the key components of demand driven supply chains, and based on these components, develop a structured and integrated assessment framework that companies can use to assess their current and desired future supply chain states in light of the Demand Driven Supply Chain (DDSC) concepts, and to define a supply chain strategy to move towards a customer centric operation, cost effectively.

The framework presented in this book was applied in different supply chain operations of a global CPG company to validate the methodology and formalize an action plan for these operations to be able to move towards a DDSC. The results of the assessment showed that two operations are currently close to a basic push level, and one is closed to an optimized push level, confirming that there are clear opportunities for those companies to improve their performance based on demand driven concepts.

Finally, another contribution of this book is the structured framework developed to design a 3-year supply chain strategy, which will consider the DDSC assessment results as one of the key inputs, and will support the implementation of the opportunities identified during the assessment.

**Demand Driven Supply Chain**  
**A Structured and Practical Roadmap to Increase**  
**Profitability**

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