Unilever’s Demand Planning and Forecasting System

Retail Customers

For a few large accounts, Unilever routes promotional forecasts into a collaborative planning, forecasting and replenishment (CPFR) system via electronic data interchange connection.

Order Management System

Unilever feeds its internal shipment and order data into the demand planner to form a baseline statistical forecast model.

CPFR System

Sales uses the CPFR system to compare promotional sales estimates and negotiate final forecast numbers, which are fed back to the sales planning system. Unilever also plans to use the system to feed retail POS forecast data directly into the demand planning system.

Sales Planning System

Sales works with internal forecasts, external market data from market research firms such as ACNielsen, and customer forecast data, estimates “lift” (projected increase in sales) for specific products and sends it to the demand planning system.

*PLANNED*