

# Strategic planning to meet customer demands and company objectives

This slide provides an overview of the plan created to meet the goals of the firm and production departments in order to provide quality products. The slide includes data collection and analysis, strategic plan creation, risk identification and demand forecasting.

## Data Collection and Analysis

### Market Trends

- Shift towards sustainable products
- Add text here

### Customer Preferences

- Demand of products with high shelf life
- Add text here

### Business Goals

- Reduce business operations cost by 10%
- Add text here

## Strategic Plan Creation

### Supply Chain Objectives

- Reduce lead times by 20%
- Improving product availability
- Add text here

### Strategy Development

- Reduce delays in receiving raw materials
- Optimizing inventory levels
- Improve supplier relationships

### Assigning responsibilities

- Purchasing department: Supplier management
- Logistics department: Product delivery
- Add text here

## Risks Identification

### Risk

- Natural disaster
- Sudden increase in demand
- Add text here

### Risk assessment

- Natural disaster: less likely
- Sudden increase in demand: More likely
- Add text here

### Contingency planning

- Diversified suppliers
- Critical component safety stock
- Add text here

## Demand Forecasting

### Demand forecasting

- Product demand increase by 20% in holiday season
- Add text here

### Inventory Levels Planning

- 20% additional inventory than previous year demand
- Add text here

### Creating Plans

- Increase product shipping frequency to every hour
- Increase delivery speed by 4 times
- Add text here

# Strategic Customer Planning

**R Sandford**



## **Strategic Customer Planning:**

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