Seasonal Demand Management Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

Seasonal demand fluctuations present significant challenges for organizations across industries, impacting inventory levels, production schedules, and overall supply chain efficiency. Seasonal Demand Management Training Course is designed to equip professionals with practical tools and strategies to anticipate, plan, and manage these fluctuations effectively. Participants will gain insights into predictive analytics, demand forecasting, and inventory optimization techniques, enabling them to align organizational resources with market demands while minimizing costs and maximizing customer satisfaction. This course emphasizes the integration of data-driven decision-making, technological solutions, and collaborative approaches to ensure operational resilience during peak and off-peak periods.

The course also explores advanced planning methods, such as sales and operations planning (S&OP), scenario modeling, and multi-echelon inventory management, providing participants with hands-on experience in managing complex supply chain dynamics. Through interactive sessions, case studies, and practical exercises, learners will develop the skills to implement actionable seasonal demand strategies, reduce stockouts and overstock situations, and enhance overall business performance. By the end of this course, participants will be able to leverage forecasting insights, anticipate market trends, and make informed operational decisions that drive profitability and organizational sustainability.

Programme Curriculum

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Course Objectives

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

1. Understand the fundamentals of seasonal demand patterns and their impact on supply chains
2. Apply advanced demand forecasting techniques to predict seasonal sales fluctuations
3. Utilize inventory optimization methods to reduce holding costs and stockouts
4. Implement multi-echelon inventory planning strategies across supply networks
5. Integrate sales and operations planning (S&OP) to align demand and supply
6. Analyze historical sales data to identify patterns and trends
7. Develop scenario-based planning for peak and off-peak periods
8. Apply predictive analytics tools for accurate seasonal demand management
9. Optimize production planning in response to seasonal variability
10. Enhance collaboration between procurement, marketing, and operations teams
11. Implement continuous improvement strategies to refine seasonal demand processes
12. Evaluate risk management approaches related to seasonal demand changes
13. Apply real-world case study insights to operational decision-making

Organizational Benefits

- Improved inventory turnover and reduced carrying costs
- Increased forecast accuracy and planning efficiency
- Minimized stockouts and overstock risks
- Enhanced customer satisfaction during peak periods
- Streamlined production scheduling and resource allocation
- Better alignment of marketing campaigns with seasonal trends
- Strengthened cross-functional collaboration
- Improved financial performance and profitability
- Enhanced decision-making with data-driven insights
- Reduced operational waste and inefficiencies

Target Audiences

- Supply chain managers and planners
- Demand planners and analysts
- Inventory and procurement specialists
- Operations and production managers
- Sales and marketing professionals
- Logistics and warehouse managers
- Business analysts and consultants
- Retail and e-commerce managers

Course Duration: 5 days

Course Modules

Module 1: Introduction to Seasonal Demand Management

- Understanding seasonal demand patterns
- Key challenges in seasonal demand planning
- Impact on inventory and production
- Organizational strategies for seasonal fluctuations
- Case Study: Retail sector seasonal sales management
- Interactive exercise: Identify seasonal trends in sample data

Module 2: Forecasting Techniques for Seasonal Demand

- Overview of qualitative and quantitative forecasting
- Moving averages and exponential smoothing
- Regression and time series analysis
- Integrating external factors into forecasts
- Case Study: Beverage industry seasonal demand forecasting
- Hands-on session: Forecast seasonal sales using sample dataset

Module 3: Inventory Optimization for Seasonal Demand

- Safety stock and reorder point calculations
- ABC and XYZ inventory categorization
- Inventory holding cost analysis
- Reducing stockouts during peak demand
- Case Study: Consumer electronics inventory management
- Practical exercise: Optimize seasonal stock levels

Module 4: Multi-Echelon Inventory Planning

- Concept of multi-echelon inventory management

- Distribution network design and stock allocation
- Coordination between central and regional warehouses
- Performance metrics and KPIs
- Case Study: FMCG supply chain multi-echelon planning
- Simulation: Allocate stock across multiple locations

Module 5: Sales & Operations Planning (S&OP)

- Linking sales forecasts with production plans
- Cross-functional alignment for seasonal demand
- Scenario planning and “what-if” analysis
- Monitoring S&OP performance
- Case Study: Apparel industry S&OP implementation
- Group activity: Develop a mini S&OP plan

Module 6: Data Analysis for Seasonal Trends

- Historical data review and trend identification
- Using BI tools for seasonal insights
- Identifying demand drivers and anomalies
- Performance measurement and reporting
- Case Study: Seasonal demand in e-commerce
- Hands-on session: Generate dashboards for seasonal patterns

Module 7: Risk and Scenario Management

- Identifying risks in seasonal demand
- Scenario modeling for peak and off-peak periods
- Contingency planning and mitigation strategies
- Business continuity considerations
- Case Study: Food industry supply chain disruptions
- Workshop: Develop risk mitigation plan for seasonal peak

Module 8: Continuous Improvement and Strategy Implementation

- Evaluating seasonal demand performance
- Implementing process improvements
- Integrating lessons learned into future planning
- Technology adoption for ongoing improvement
- Case Study: Retail seasonal strategy refinement
- Interactive exercise: Create improvement roadmap

Training Methodology

- Instructor-led interactive sessions
- Hands-on exercises and simulations
- Case study analysis and group discussions
- Real-world application projects
- Scenario-based problem-solving activities
- Peer collaboration and knowledge sharing

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.
f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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