



Workshop

Demand forecasting in Fashion

### Introduction

As a result of lead-times, capacity constraints and delivery requirements, many fashion companies need to take purchase decisions while the demand is not completely clear. In such situation it is important to use a forecast model that provides the optimal result. A sub-optimal model, for example one that is not adjusted to the company's changed distribution or customer base, leads to lower accuracy. An improvement of accuracy has an immediate positive effect on:

- Service level leading to customer loyalty
- Stock levels
- Financial performance
- Brand image (less clearance)



As the improvement of forecast accuracy has such a strong impact on the overall performance, a frequent re-assessment of forecast methodologies is essential. Based on many years' experience with supporting companies in the fashion industry to implement and improve various forecast methodologies, Genova Consultancy has developed an interactive knowledge workshop: **"Demand forecasting in Fashion"**.

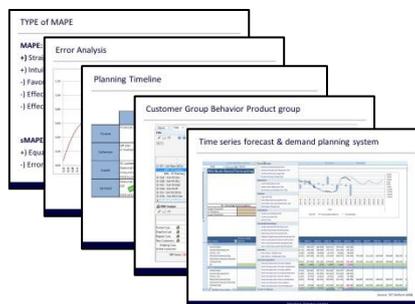
### Workshop Demand forecasting in Fashion

The workshop contains a comprehensive overview of forecast methodologies used in the fashion industry, the usability, KPI's and bench marks. Forecasting techniques (up to size level) for Pre-orders, Re-orders and NOS collections are discussed. Innovative developments on key accounts forecasts and size split developments are presented. Various methods to evaluate the performance of the planning and forecasting process (accuracy, KPI's) are reviewed.

The fashion assortment/customer type matrix will help the participants to map their current working methods against industry best practices.

Content workshop:

- Blind & early buy forecast methods
- (Pre-) Order book extrapolation techniques
- Usability of Time series forecasting models
- Capturing the size demand dynamics
- Accuracy measurement and benchmarks



### About Genova Consultancy

Genova Consultancy is specialized in the optimization and/or implementation of demand planning and S&OP processes in the Apparel and Footwear industry. Our consultants have gained their experience working for various leading European fashion companies.