

---

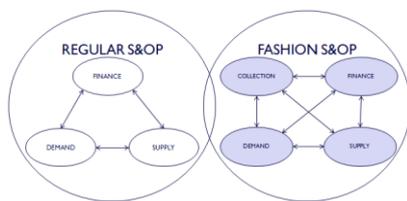
**GENOVA**  
TAILOR-MADE / CUSTOM-FIT

Workshop Fashion S&OP<sup>©</sup>

## Introduction

Many companies in the Apparel and Footwear industry are continuously looking for ways to improve their planning and forecasting processes. The focus of the improvements is often short term: 0 to 6 months before the start of the delivery season. This short term focus is important as an improvement in the seasonal demand forecast leads to a reduction in left over stock and an increased service.

Some companies realize that they have to stretch their planning horizon to capitalize on supply chain opportunities and maximize sales. For this reason management of fashion companies is showing an increased interest in the concept of Sales & Operation Planning. Management literature clearly describes the benefits of an integrated S&OP approach which aligns demand, supply and finance.



Genova Consultancy experienced that such a generic approach is not sufficient for fashion companies, as it undervalues the product management or collection side of the S&OP. As the collection is one of the most important drivers in companies in the Apparel and Footwear industry, they gave the collection side its proper weight in a new approach: **The Fashion S&OP<sup>®</sup>**.

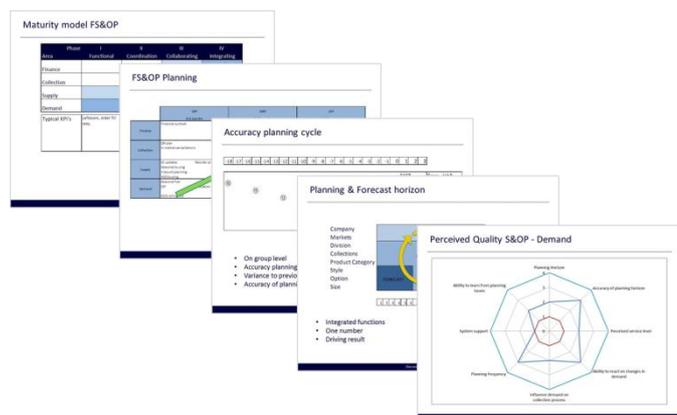
## Workshop Fashion S&OP<sup>®</sup>

During an interactive Fashion S&OP workshop, Genova Consultancy will present the concept of the fashion S&OP and the potential benefits. Anonymous industry examples will illustrate how other fashion companies approach (elements of) this concept, the issues they face and the benefits they achieve.

A Fashion S&OP maturity model will show the various S&OP stages. The participants can use this model to identify their companies' S&OP maturity. Ideas, opportunities and expectations that arise during the workshop will be reviewed and mapped to determine the next steps to take.

Content workshop:

- Fashion S&OP versus regular S&OP
- Fashion S&OP maturity model
- Benefits and KPI's
- Planning horizon and integration
- Fashion S&OP Requirements
- Pitfalls in the execution



## 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.