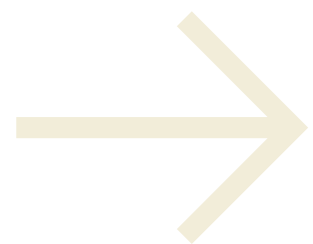
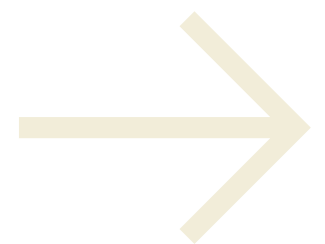




SIX STEPS TO UNLOCK THE POWER OF S&OP



**OUR 6 STEP
APPROACH TO S&OP
DELIVERS HIGHER
SERVICE LEVELS,
LOWER RISK, AND
BETTER OUTCOMES
FOR BUSINESS.**

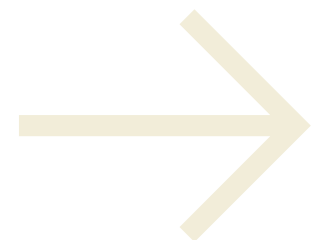


STEP 1: KICK-OFF THE S&OP CYCLE

- Review previous actions
- Confirm timelines and calendar
- Set context for this cycle including KPIs



Led by:
S&OP Lead

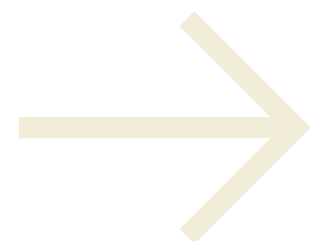


STEP 2: REVIEW PRODUCT PORTFOLIO & PIPELINE

- Assess product performance
- Review phase-in/phase-out strategies
- Align on innovation and new product pipeline



Led by: Product or Marketing Manager

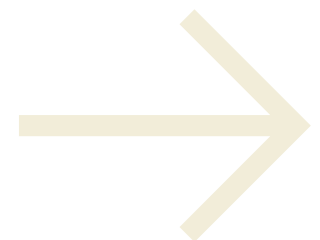


STEP 3: COLLABORATE ON DEMAND PLAN

- Align on statistical and consensus forecast
- Incorporate insights from sales and marketing teams
- Review and include customer intel
- Challenge assumptions and risks



Led by: Sales & Marketing Managers

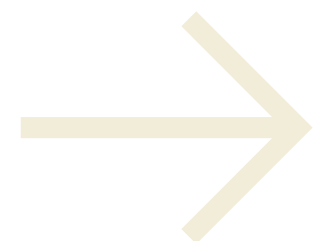


STEP 4: REVIEW CAPACITY & SUPPLY CAPABILITIES

- Assess ability to meet demand
- Flag constraints, risks, and mitigations
- Propose scenario options as needed



**Led by:
Supply Chain or
Operations Manager**

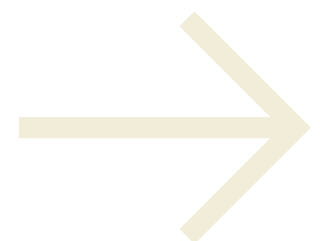


STEP 5: CONNECT PLAN TO FINANCIALS

- Review revenue, margin and cost impacts
- Ensure plans align with financial targets
- Validate risks and opportunities
- Run what-if scenarios and identify optimal route



Led by:
Finance Manager

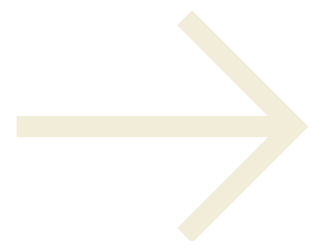


STEP 6: EXECUTIVE REVIEW AND APPROVAL

- Final review of options, gaps, and trade-offs
- Make informed decisions
- Approve a single, cross-functional plan
- Execute the plan for the for the S&OP period and return to Step 1



**Led by: General Manager
or Executive Team**



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