



# Demand Planning & Forecasting Training

## OBJECTIVES

- To Improve forecast accuracy and reduce waste
- Improve key KPIs like inventory turns, cash flow, EBITDA, customer service and more
- Ensure customers get the products they want, when they want them
- Gain knowledge on an effective forecasting and planning process and drive transformational change at the company

## COURSE CONTENT

- Strategic Planning & The Marketing Process
- Turbulent Environment (Vuca)
- Over View Of Big Data Mining & Artificial Intelligence
- Consumer Markets & Consumer Buying Behavior Business Markets & Business Buyer Behavior
- Targeting And Positioning For Competitive Advantage
- Gain An In-Depth Understanding Of Scenario Planning And The Fundamentals Of Operating In Uncertain Environments Of Demand & Sales
- Learn How To Navigate Instability And Uncertainty With Confidence And A Heightened Sense Of Agency By Exploring The Process Of Anticipation And Response.
- Pest Analysis Of The Business Environment
- Fundamental Of Makro & Mikro Environment
- Product Life Cycle Vs New Frontier In Turbulent Business Environment
- Planning Strategies For Demand Forecasting

## ADMINISTRATIVE DETAILS

Date: March 30-31, 2026

Time: 9.00am – 5.00pm

Venue: FMM Selangor & Kuala Lumpur Branch  
No 8A, Jalan Pensyarah U1/28, Hicom Glenmarie Industrial Park, 40150 Shah Alam, Selangor.

Fees: FMM Members – RM 1,350.00 per participant  
Non-Members – RM 1,566.00 per participant  
**(inclusive of 8% service tax)**

(Fees include course materials, Meals and Certificate of Attendance)

Get **10% DISCOUNT** if you send 3 or more participants for the same programme!

**10%  
DISCOUNT**

## TRAINER PROFILE

Mr Rouvy Lopez has been involved in training, coaching and consulting for more than 14 years with the intention of dramatically increasing profit, productivity, and the performance of workforce. He has inspired many with musical impact trainings via live music performance. Rouvy is a trained leader working in the field of Accelerated Human Change while working in five multinationals in Malaysia and overseas, He is a master trainer for Coaching & Mentoring Professional and Train The Trainer Certification, Business Writing & Technical Report Writing for Engineers & Technical Personnel, Leadership Within, Power Packed Presentation Skills & Public Speaking and Applying Emotional Excellence at Workplace, He is an industrial trainer who conducts numerous courses in the management fraternity. Academically Rouvy holds a Master In Organizational Development from Queensland, Australia. Post Graduate in Management, Advance Business English Certification with distinction from the writers bureau from Manchester UK, and Diploma in Computer Technology from UK. Rouven Lopez, has worked for many multinationals namely service, rubber safety products electronic semiconductor packaging/test services and blue tooth technologies before embarking his stream in Training and Development. He is a strong believer of the power of mind science in optimizing performance in industry.

## WHO SHOULD ATTEND

Suitable for Planners and Marketing Teams

### **For further inquiries please contact:**

Siti Nazihah /Azrini  
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Visit us at: [www.fmm.edu.my](http://www.fmm.edu.my) / [www.fmm.org.my](http://www.fmm.org.my)

# REGISTRATION FORM

## Demand Planning & Forecasting Training

March 30-31, 2026 (Monday - Tuesday)

FMM SELANGOR & KUALA LUMPUR BRANCH

FMM Institute Selangor (SST No: W10-1901-32000105 | COID: (475427W\_SELANGOR)

Email: siti\_nazihah@fmm.org.my/ azrini@fmm.org.my

Tel: 03-5569 2950/4471/4171

Please register the following participant(s) for the above programme:

1. Name Designation Email

Nationality IC/Passport No.

2. Name Designation Email

Nationality IC / Passport No.

(If space is insufficient, please attach a separate list)

### Disclaimer

Registration is on a first-come first-served basis. All cancellations must be made in writing. There will be no charge for cancellation received 14 or more working days before the start of the programme. Cancellation received 7 – 14 working days before the start of the programme is subject to a cancellation fee of 50% of the programme fees. Cancellation received 6 working days and below before the start of the programme is subject to a cancellation fee of 100% of the programme fees. If the participant fails to attend the programme or less than 75% attendance, the full programme fees are payable. However, replacement can be accepted at no additional cost. The FMM Institute reserves the right to change the speaker, reschedule or cancel the programme and all efforts will be taken to inform participants of the changes.

We hereby confirm that (Please tick accordingly):

We will be claiming from HRD Corp and full payment would be made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances.

We will NOT BE CLAIMING from HRD Corp. Payment will be made to account payee FMM Institute by cheque or bank transfer to Maybank Account No 5-62106-64719-2

Submitted by:

Name:

Designation:

Email:

Company:

FMM Membership No. :

My Corporate Identity No.:

Company Address:

Tel No.:

Fax No.:

Date: