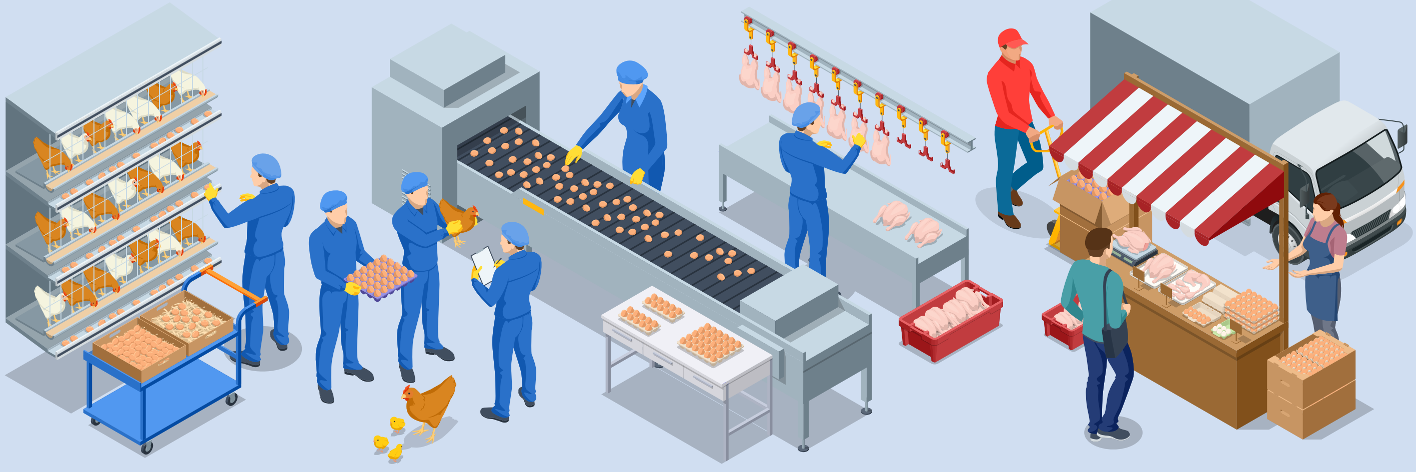
9 TIPS TO SUPERCHARGE
YOUR POULTRY SUPPLY CHAIN



1 **Make sure you can see what's happening - always:**
How certain are you that the due date you are about to quote is accurate? Spreadsheet-based planning - and certain planning tools - fail to give you visibility to check the accuracy of your delivery dates. You need visibility into your production processes, automatic alerts on inaccurate data input, and immediate insight into the causes and costs of delayed orders.

2 **Create better plans with end-to-end visibility:**
Attempting to reduce complexity by assigning different parts of the planning challenge to different departments might not yield the right results. Instead, by breaking down silos in the process, this allows planners to have the insight needed – across multiple departments – to make the most accurate decisions.

3 **Create single demand forecasts that cover multiple channels:**
To improve demand planning and forecasting, managers must look towards improving collaboration. This means that the creation of forecasts and promotional and pricing plans must be integrated across functions including distribution, operations planning, and manufacturing.

4 **Close the inventory gap between model and reality:**
Don't begin your S&OP process by assuming that your inventory levels are exactly right, or that you have no inventory at all, as flawed data results in plans of little practical use. Instead, use actual inventory levels, and identify stock that cannot be freely allocated to demand.

5 **Optimize plans based on critical KPIs:**
Many planning tools are optimized for very specific cases but can fail if there's even a slight variation in conditions. Look for solutions that capture all relevant rules and accommodate new ones easily. Planners who can create and compare scenarios quickly and easily are more likely to find the optimal strategy.

6 **Define KPIs that link planning decisions with business goals:**
Take, for example, a cutting line where portions, orders, production teams, and cleaning must be scheduled. Here, sequencing (a planning decision) is strongly related to productivity (a business goal). Changing the task sequence of a cutting will affect the interval time between tasks, and thus productivity. The bottom line? Take steps to determine the impact of your planning decisions on relevant business goals.

7 **Keep your planners in control with interactive KPI-based automation:**
In the world of production planning, especially where there is supply or operational disruption, there's rarely a plan that optimizes all your KPIs. In situations where there is no clear winner, your planner knows better than the system which KPIs to favor. For example, if you need to focus on meeting a tight delivery window for a certain customer, a planner can take this into account and select the optimal strategy. Choose optimization approaches that enable your planners to stay in control.

8 **Know what you are measuring:**
Having a measurement plan in place is critical to ensure that business goals are being met. Measurements should be made at intervals determined beforehand, with typical samples varying from hourly to weekly. In addition, results need to be displayed in a way that allows planners and key stakeholders to easily evaluate operational performance and compare it against the forecasted scenario.

9 **Break common planning rules:**
When it comes to cutting patterns and product downgrading, many businesses rely on rules of thumb—but are these practices actually boosting your margins, or unintentionally driving up costs? What seems effective in theory might be wasting time and money in practice. Do you have the right insights to know the difference?

Interested in learning more?
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