Module 1
Section C: Demand Management

Term
Branding

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Term
Demand

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Term
Demand management

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Term
Demand management process

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Term
Demand shaping

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Term
Four Ps

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Life cycle analysis

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Term
Order processing

A need for a particular product or component. The demand could come from any number of sources (e.g., a customer order or forecast, an interplant requirement, a branch warehouse request for a service part, or the manufacturing of another product). At the finished goods level, demand data is usually different from sales data because demand does not necessarily result in sales (i.e., if there is no stock, there will be no sale). There are generally up to four components of demand: cyclical component, random component, seasonal component, and trend component. See: booked orders.

The use of a name, term, symbol, or design, or a combination of these, to identify a product.

A process that weighs both customer demand and a firm's output capabilities, and tries to balance the two. Demand management is made up of planning demand, communicating demand, influencing demand, and prioritizing demand.

1) The function of recognizing all demands for goods and services to support the marketplace. It involves prioritizing demand when supply is lacking. [This] facilitates the planning and use of resources for profitable business results. 2) In marketing, the process of planning, executing, controlling, and monitoring the design, pricing, promotion, and distribution of products and services to bring about transactions that meet organizational and individual needs. Syn.: marketing management. See: demand planning.

A set of marketing tools to direct the business offering to the customer; include product, price, place, and promotion.

The use of tactics such as price incentives, advertising, product positioning, product modifications and substitutions or trade programs to entice customers to purchase.

The activity required to administratively process a customer's order and make it ready for shipment or production.

A quantitative forecasting technique based on applying past patterns of demand data covering introduction, growth, maturity, saturation, and decline of similar products to a new product family.

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Term
Order qualifiers

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Order winners

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Term
Plan-do-check-action (PDCA)

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Term
Product life cycle

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Product life cycle management (PLM)

Those competitive characteristics that cause a firm's customers to choose that firm's goods and services over those of its competitors.

Those competitive characteristics that a firm must exhibit to be a viable competitor in the marketplace.

1) The stages a new product goes through from beginning to end (i.e., the stages that a product passes through from introduction through growth, maturity, and decline). 2) The time from initial research and development to the time at which sales and support of the product to customers are withdrawn. 3) The period of time during which a product can be produced and marketed profitably.

A four-step process for quality improvement. In the first step (plan), a plan to effect improvement is developed. In the second step (do), the plan is carried out, preferably on a small scale. In the third step (check), the effects of the plan are observed. In the last step (action), the results are studied to determine what was learned and what can be predicted. The plan-do-check-action cycle is sometimes referred to as the Shewhart cycle (because Walter A. Shewhart discussed the concept in his book, "Statistical Method from the Viewpoint of Quality Control") or as the Deming circle (because W. Edwards Deming introduced the concept in Japan, and the Japanese subsequently called it the Deming circle). Syns.: plan-do-check-act cycle, Shewhart circle of quality, Shewhart cycle. See: Deming circle.

The process of facilitating the development, use, and support of products that customers want and need. Helps professionals envision the creation and preservation of product information, both to the customer and along the reverse-logistics portion of the supply chain.