

# Managing Supply and Demand in the Food and Beverage Industry with QAD

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The Food and Beverage (F&B) industry is difficult to operate in, especially when factoring in seasonality and freshness. Consumer demands are shifting constantly, leaving many companies within the industry struggling to keep up. QAD recognizes the fast pace of the food and beverage industry and has designed a solution to help companies better manage their supply and demand needs.

Keeping stock is expensive, especially in an industry that is highly dependent on seasonal conditions. With this, it is important inventory doesn't go to waste as food is available in finite quantities. To ensure the quality and usefulness of ingredients, it is critical that plan decay be eliminated. Plan decay is the period between capturing data and analyzing said data to make a business decision. QAD DynaSys offers advanced supply analytics that shrinks this decision gap from days to seconds, allowing managers to react to alerts in real time. QAD's advanced analytics can consume large volumes of data to create predictive models. This leads to more efficient and accurate supply chain processes, allowing companies to input less to create a better output.

QAD also offers F&B production and distribution planning solutions. The planning solution helps companies determine their best possible material flows process, taking into account resource capacity, skills, tools, and material constraints. Once material flows are developed, the distribution solution provides visibility and support throughout the entire process. This leads to better overall understanding of the material flows, the amount and type of inventory needed, and possible order exceptions. When managers and employees have a better understanding of the supply chain process, they can provide customers with transparent answers about the source of their products. This is extremely valuable as consumers today are greatly concerned with the traceability of their food.

As mentioned earlier, consumer demands are constantly shifting when it comes to food. This is due to globalization, an increase in competitors, shortened product lifespans, and stricter consumer requirements. According to Bruce Friedrich, executive director of The Good Food Institute, "consumers are seeking foods that align with their values and they aren't willing to compromise on taste, price, or convenience." To ensure companies are creating products that meet these standards, QAD DynaSys offers a demand planning solution. This solution is able to detect any outliers while simultaneously analyzing past data to determine current trends. Seasonality is make-or-break in the F&B industry, and demand planning allows companies to organize according to their busiest times of the year. By properly forecasting sales, the solution also supports the supply chain by improving overall accuracy, control, and visibility throughout the process.

To see if QAD can help your food and beverage company better manage supply and demand, contact the QAD experts at Logan Consulting by clicking the LC icon below.

