Demand Management is an interactive technical note that develops the concept of planning in a supply chain environment. Students identify the decisions that make up the planning process and discover the planning tools available and those most commonly used by executives.

Through this interactive technical note the student will study:

- Estimating demand and its methodology
- Planning of demand
- The use of the internet to manage demand
Students will consider the planning and estimating of future demand through interactive exercises in which supply and demand must be managed to maximise profits.

Students will have access to different examples that complement the explanations and strengthen understanding.