



*Training Course:  
Sales and Operations Planning & Integrating the  
Business*

*7 - 11 September 2026  
Casablanca (Morocco)*

## Training Course: Sales and Operations Planning & Integrating the Business

Training Course code: SM1035 From: 7 - 11 September 2026 Venue: Casablanca (Morocco) - Training Course Fees: 4725  
€ Euro

### Introduction

This training program is designed by [Global Horizon Training Center](#) to equip senior professionals with the knowledge and practical tools required to successfully implement and manage an effective [Sales & Operations Planning S&OP](#) process.

S&OP is also referred to as Integrated Business Management IBM or Sales, Operations & Financial Planning SOFP is a cross-functional process that aligns all major business functions including sales, marketing, operations, finance, HR, and supply chain. The objective is to ensure that all plans are synchronized and balanced to achieve the organization's medium- to long-term strategic goals.

The program focuses on enabling organizations to become [one-number companies](#), where all departments operate based on a unified and consistent plan, leading to improved coordination, decision-making, and business performance.

### Course Objectives

By the end of this program, participants will be able to:

- Understand the concept and importance of S&OP
- Identify the objectives and benefits of the S&OP process
- Describe the five phases of the S&OP cycle
- Recognize roles and responsibilities across different functions
- Align demand, supply, and financial plans effectively
- Prepare for successful implementation of S&OP within their organizations
- Contribute to improved planning accuracy and business performance

### Target Audience

- Senior Management and Business Unit Leaders
- Department Heads Sales, Marketing, Operations, Finance, HR, IT
- Supply Chain and Planning Professionals
- Anyone involved in forecasting, planning, and resource allocation

### Training Outline

#### Day 1: Introduction to S&OP & Portfolio Management

- Overview and definition of S&OP
- Importance and business value of S&OP
- Position within ERP and supply chain systems
- Roles and responsibilities across functions
- Introduction to the 5-step S&OP process
- Managing product/service portfolios
- New product introduction and product phase-out

#### Day 2: Demand Planning Phase

- Objectives of demand planning
- Forecasting vs. demand planning
- Inputs and data requirements
- Demand planning methodologies and logic
- Outputs and communication of demand data
- Demand planning exercises
- Demand planning meetings and governance

#### Day 3: Supply & Resource Planning Phase

- Objectives of supply and resource planning
- Inputs and data requirements
- Supply planning logic and methodologies
- Resource planning and capacity considerations
- Outputs and integration with demand plans
- Practical exercises in supply and resource planning
- Supply and resource planning meetings

#### Day 4: Integration & Reconciliation Phase

- Aligning demand, supply, and financial plans
- Identifying gaps between plans and budgets
- Cross-functional collaboration and alignment
- Pre-S&OP meeting structure and agenda
- Financial integration and performance alignment
- Preparing executive-level reports

#### Day 5: Executive S&OP & Continuous Improvement

- Structure and governance of executive S&OP meetings
- Reviewing demand-supply balance
- Financial performance review
- Decision-making and documentation
- Continuous improvement of the S&OP cycle
- Extending S&OP beyond operational levels
- Technology and systems supporting S&OP

## Registration form on the Training Course: Sales and Operations Planning & Integrating the Business

Training Course code: SM1035 From: 7 - 11 September 2026 Venue: Casablanca (Morocco) - Training Course  
Fees: 4725 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
 Personal E-Mail: .....  
 Official E-Mail: .....

### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
- Please invoice me
- Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.