SITUATION

F&B manufacturers have been racing to understand the impact of the Coronavirus on their operations and market. However, potential of future outbreaks make point-estimate forecasts unreliable in charting recovery to a pre-covid baseline.

A Top 100 food manufacturer was struggling to discern temporary versus lasting effects to their business. They needed a solution to forecast a range of scenarios for their categories and channels.

SOLUTION

This manufacturer sought Fiddlehead's Scenario Simulation services to predict recovery for key products and accounts, and to align planning to the situation on the ground.

Our Scenario Builder tool provided an end-to-end solution to create recovery scenarios, model real-time data and visualize findings in a cloud-based dashboard.

Allowing our client to:

- Build scenarios on business driver assumptions and milestones unique to operations, comparing recovery curves by channel, segment & key account.
- Connect recovery to external event data, such as restaurant closures, public gathering restrictions, public education disruption & travel bans.
- Stress test varying degrees of permanent operator closures across different food service segments based on future outbreaks.

INNOVATION

We applied a predictive forecasting technique called Trend Impact Analysis. This enabled best-fit trend extrapolation of internal data - orders history, and external data - macroeconomic indicators and foot traffic from mobility panels.

OUTCOME

Scenario Builder enabled our client to discern Covid's impact to their bottom line.

Through their simulation tool and dashboard, this manufacturer was able to differentiate inventory building from true consumer demand, mitigate the bullwhip throughout their supply chain, assess promotion and offer effectiveness in expediting recovery.