

# Purchase Planning & Brand Ordering

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

## Background

Writes a purchase-planning SOP — demand-based ordering, aligning to brand credit and scheme/target cycles without over-loading, verifying rates and models, and controlling working capital — so buying is disciplined and scheme-smart, not pushed. Use it to control purchasing. For scheme math use the Brand Scheme & Claim Management tool.

## Purpose of this tool & output

Buy against demand, credit and schemes

## How the output is used

Use it to buy against demand, credit and schemes — a purchase and brand-ordering routine that avoids over-buying to hit targets.

## Important cautions

Do not over-order to hit a distributor target if it means deep stock of obsolescing models or a cash crunch; buy for real demand and only chase schemes on proven sellers you will actually sell.

## Companion documents

- Inventory Management SOP
- Stock Norms & Obsolescence Control
- Serial / IMEI & Warranty Tracking
- Demand Forecasting (Seasonal & Festive)
- Brand Scheme & Claim Management
- Stock Audit & Shrinkage Control

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