

AOM = Advanced Order Management



How are AOMs used?



To Support Customer Promotions, New, and Seasonal Items

Quantities are added to the forecast to support sales considered to be outside of normal demand. This allows the purchasing system to order for both normal demand and the additional AOM demand needs. (If we have sufficient inventory this may not prompt a new PO)

New Item AOM

New Item AOMs are submitted for items that are new to a customer or when a customer increases their distribution (PODs) and KeHE will be the fulfillment partner. These include the quantity needed for shelf fill plus the expected average weekly movement (AWM). The AWM is added to the weekly forecast to allow the forecast time to adjust to the increased sales.

Customer Promo AOM

Customer Promo AOMs are submitted when a customer promotion is planned. The expected increase is added to the forecast to be purchased. This demand is filtered from the history to prevent the forecast/AWM from increasing, since it is considered an "in and Out" event and should not be included as part of the regular forecast/AWM.