

## Collaborative Planning and Forecasting

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**Abstract :** Collaborative planning and forecasting are the innovative and systematic approaches towards productive integration and assimilation of data synergized into information. The changing and variable market dynamics have persuaded global business chains to incorporate collaborative planning and forecasting as an imperative tool. Thus, it is essential for the supply chains to constantly improvise, update its nature, and mould as per changing global environment.

**Keywords :** information transfer, forecasting, optimization, supply chain management

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