

Key Supply Chain Planning Benchmarks at a Glance

Consumer Products/Packaged Goods Industry

Prepared using data from [APQC's Open Standards Benchmarking in supply chain planning](#), this table highlights supply chain planning benchmarks for organizations in the consumer products/packaged goods industry.¹ Supply chain planning process definitions are provided at the conclusion of the article.

| Process and Measure | N | Median ² Metric Value |
|---|----|----------------------------------|
| Overall supply chain planning process group | | |
| Cash-to-cash cycle time in days | 83 | 55.0 days |
| Customer order cycle time in days | 92 | 7.0 days |
| Number of FTEs for the supply chain planning function per \$1 billion revenue | 40 | 18.2 FTEs |
| Perfect order performance | 40 | 94.4% |
| Supply chain management costs per \$1,000 revenue | 61 | \$67.00 |
| Manage demand for products and services | | |
| Demand/supply planning costs per \$1,000 revenue | 37 | \$1.43 |
| Inventory carrying cost as a percentage of average inventory value | 32 | 10.3% |

SUPPLY CHAIN PLANNING PROCESS DEFINITIONS

Supply chain planning

Supply chain planning includes managing the demand for products and services, creating a materials plan, and scheduling production to meet actual demand. Sales and operations planning activities are included in this process.

¹ As defined by North American Industry Classification System (NAICS)

² The value above and below which an equal number of responses fall

Manage demand for products and services

The *Manage demand for products and services* process involves defining the activities used to predict demand for products and services, including forecast measurements (such as baseline and consensus), collaboration with customers, and allocating available-to-promise inventory. Various types of demand are considered in this process, including firm demand, opportunity demand, and forecasted demand; these comprise the overall demand plan.

For more information on these measures and metrics, see [Supply Chain Definitions and Key Measures](#) in APQC's Knowledge Base.

ABOUT APQC

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