

Sales & Operations Planning at:

# Bramming Plast-Industry A/S

*Professor Jan Stentoft, Professor Per Vagn Freytag and Associate Professor Ole Stegmann Mikkelsen, Department of Entrepreneurship and Relationship Management, University of Southern Denmark Kolding.*

This case is about Bramming Plast-Industry A/S. The case is a general description of the company's process as it participated in the project "Increased Competitiveness through Implementation of Sales and Operations Planning" (S&OP) carried out from 2017 to 2018 with funds from The Danish Industry Foundation (see [www.salesandoperationsplanning.dk](http://www.salesandoperationsplanning.dk)).

The case focuses on reasons for the company's participation in the S&OP project, including the project approach, performance results, and learning. It is important to note that the project was far more complex than is possible to reproduce in this case. The case therefore concentrates on participants' central stages, reflection, and learning points.<sup>1</sup>

<sup>1</sup>A big thank you is directed toward the employees at BPI A/S who participated in the project and for the positive approach in the contributions in group processes, individual interviews, and reading and commenting on written material.

























