

## Matching Supply With Demand An Introduction To Operations Management

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Numerous processes deal with DM, as defined by the matching of supply and demand over time. These include short-term, operationally-based processes such as order promising and in-transit goods redirection, as well as longer term ones such S&OP and customer segmentation.

### Demand Management: Matching Supply and Demand over Time

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Liquidity can be defined as the probability of matching supply and demand on a marketplace. A customer is likely to find the service, rental, or product they’re looking for. A provider is likely to get bookings for their listings. Liquidity is the most important factor for achieving sustainable growth and success as a two-sided marketplace.

### How to match your marketplace supply and demand - Sharetribe

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However, there are several instances where demand is not matching the supply. In some cases there is an increased whereas demand is low. Thus, these instances require methods which push up the demand. The most basic one involves establishing price incentives.

### Tips on Managing supply and demand - How to manage supply ...

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