

Demand Planning Solutions Market Size, Share & Trends Analysis Report By Component, By Deployment (On-premises, Cloud-based), By Enterprise Size, By Industry, And By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Demand Planning Solutions Market Growth & Trends

The global demand planning solutions market size is anticipated to reach USD 8.68 billion by 2030, registering a CAGR of 10.3% from 2022 to 2030, according to a new report by Grand View Research, Inc. Demand planning software provides businesses with forecasting solutions for a product or service, helping them prepare for future customer demand. Demand planning tools are used by businesses to organize and control their future inventories and production. By anticipating their long-term requirements, these solutions aid companies in providing for their clients. Predictive analysis is a significant component of demand planning systems, frequently included in supply chain management solutions. Demand planning tools use machine learning algorithms to improve forecasts by analyzing past data.

Demand planning solutions have become a significant component of supply chain management, and as technology develops, people across the globe are increasingly adopting these solutions. Demand sensing and forecasting based on market trends, growing market landscape, and delivery of products are some of the significant areas within an enterprise addressed by demand planning solutions. These factors will propel the market's growth during the forecast period. Additionally, as more businesses focus on reducing production and delivery delays and managing inventory surpluses, the



demand for these solutions has been steadily increasing. Further, the pricing and promotion analysis solution uses ML (Machine Learning) algorithms and price elasticity models to create promotion-influenced forecasts. Pricing and promotion analysis will benefit the companies by providing a systematic way to product price change and accurately predict the revenue.

Demand planning solutions play a significant role in addressing the several challenges related to the quality of customer service, supplier relationships, and demand forecasting. This factor is anticipated to accelerate the demand for these solutions during the forecast period. Industry sectors, including healthcare, BFSI, automotive, retail & e-Commerce, and food & beverages, increasingly use demand planning solutions. Further, in coming years, the demand planning solutions market is projected to have significant expansion due to advancements in software technology and the rising need for support, maintenance, integration, and advisory services.

Demand Planning Solutions Market Report Highlights

The major factors driving the market growth include increasing demand and usage of demand planning software and services by various enterprises and industries to effectively analyze data generated in the business and forecast future demands is expected to propel market growth

The solutions segment is further classified into demand planning and optimization, demand sensing, and forecasting, pricing and promotion analysis, and others. Others include new product demand forecasting, supply chain optimization, trade promotion optimization, life cycle management, and demand monitoring. Demand planning and optimization is anticipated to attain the fastest CAGR registering 11.3% during the forecast period

The cloud-based software model is anticipated to gain significant demand planning solutions market share over the projected period. The benefits of cloud-integrated demand planning include real-time integration and lower total cost of ownership (TCO). Demand planning hosted on the cloud eases lowers the burden on IT management and any related expenses, such as the cost of updates, patches, and general management in any form.

The small and medium-sized enterprises segment is anticipated to gain significant demand planning solutions market share during the period. Most of the SMEs are adopting demand planning solutions to forecast the demand



trends and recover from COVID-19.

The Asia Pacific is anticipated to witness the fastest growth owing increase in the number of enterprises resulting in the growing adoption of demand planning solutions for demand forecasting is the major factor responsible for the market growth in the region. For instance, according to India Brand Equity Foundation, in India, the number of Micro Small and Medium Enterprises (MSMEs) increased by 18.5% CAGR from the year 2019 to 2020. Also, in India, the companies are grown by 26% from 2020 to 2022.



Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1. Research Methodology
- 1.2. Research Scope & Assumptions
- 1.3. List of Data Sources

CHAPTER 2 EXECUTIVE SUMMARY

2.1. Demand Planning Solutions - Industry Snapshot & Key Buying Criteria, 2017 - 2030

CHAPTER 3 INDUSTRY OUTLOOK

- 3.1. Demand Planning Solutions Value Chain Analysis
- 3.2. Market Dynamics
 - 3.2.1. Market driver analysis
 - 3.2.2. Market restraint analysis
 - 3.2.3. Market challenge analysis
- 3.2.4. Market opportunity analysis
- 3.3. Key Opportunities Prioritized
- 3.4. Industry Analysis Porter's Five Forces Analysis
- 3.5. Demand Planning Solutions- PEST Analysis

CHAPTER 4 DEMAND PLANNING SOLUTIONS MARKET: COMPONENT ESTIMATES & TREND ANALYSIS

- 4.1. Demand Planning Solutions Market: Component Analysis
 - 4.1.1. Component market estimates and forecasts, 2017 2030 (USD Million)
- 4.1.1.1 Demand Planning and Optimization market estimates and forecasts, 2017 2030 (USD Million)
- 4.1.1.2. Demand Sensing and Forecasting market estimates and forecasts, 2017 2030 (USD Million)
- 4.1.1.3. Pricing and Promotion Analysis market estimates and forecasts, 2017 2030 (USD Million)
 - 4.1.1.4. Others market estimates and forecasts, 2017 2030 (USD Million)
- 4.1.2. Services market estimates and forecasts, 2017 2030 (USD Million)
- 4.1.2.1. Professional Services market estimates and forecasts, 2017 2030 (USD Million)



4.1.2.2. Managed services market estimates and forecasts, 2017 - 2030 (USD Million)

CHAPTER 5 DEMAND PLANNING SOLUTIONS MARKET: DEPLOYMENT ESTIMATES & TREND ANALYSIS

- 5.1. Demand Planning Solutions Market: Deployment Analysis
- 5.1.1. On-premises market estimates and forecasts, 2017 2030 (USD Million)
- 5.1.2. Cloud-based market estimates and forecasts, 2017 2030 (USD Million)

CHAPTER 6 DEMAND PLANNING SOLUTIONS MARKET: ENTERPRISE SIZE ESTIMATES & TREND ANALYSIS

- 6.1. Demand Planning Solutions Market: Enterprise Size Analysis
- 6.1.1. Small and Medium Sized Enterprises (SMEs) market estimates and forecasts, 2017 2030 (USD Million)
 - 6.1.2. Large Enterprises market estimates and forecasts, 2017 2030 (USD Million)

CHAPTER 7 DEMAND PLANNING SOLUTIONS MARKET: INDUSTRY ESTIMATES & TREND ANALYSIS

- 7.1. Demand Planning Solutions Market: Industry Analysis
 - 7.1.1. BFSI market estimates and forecasts, 2017 2030 (USD Million)
 - 7.1.2. IT & Telecom market estimates and forecasts, 2017 2030 (USD Million)
 - 7.1.3. Healthcare market estimates and forecasts, 2017 2030 (USD Million)
- 7.1.4. Retail & e-Commerce market estimates and forecasts, 2017 2030 (USD Million)
 - 7.1.5. Automotive market estimates and forecasts, 2017 2030 (USD Million)
 - 7.1.6. Food & Beverages market estimates and forecasts, 2017 2030 (USD Million)
 - 7.1.7. Manufacturing market estimates and forecasts, 2017 2030 (USD Million)
 - 7.1.8. Others market estimates and forecasts, 2017 2030 (USD Million)

CHAPTER 8 DEMAND PLANNING SOLUTIONS MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

- 8.1. Demand Planning Solutions Market Share By Region, 2021 & 2030
- 8.2. North America
 - 8.2.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.2.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)



- 8.2.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- 8.2.4. Demand planning solutions market by industry, 2017 2030 (USD Million)
- 8.2.5. U.S.
 - 8.2.5.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.2.5.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.2.5.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.2.5.4. Demand planning solutions market by industry 2017 2030 (USD Million)
 - 8.2.6. Canada
 - 8.2.6.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.2.6.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.2.6.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.2.6.4. Demand planning solutions market by industry 2017 2030 (USD Million)
 - 8.2.7. Mexico
 - 8.2.7.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.2.7.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.2.7.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.2.7.4. Demand planning solutions market by industry 2017 2030 (USD Million)
- 8.3. Europe
 - 8.3.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.3.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
 - 8.3.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.3.4. Demand planning solutions market by industry, 2017 2030 (USD Million)
 - 8.3.5. U.K.
 - 8.3.5.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.3.5.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.3.5.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.3.5.4. Demand planning solutions market by industry 2017 2030 (USD Million)
 - 8.3.6. Germany
 - 8.3.6.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.3.6.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.3.6.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.3.6.4. Demand planning solutions market by industry 2017 2030 (USD Million)
 - 8.3.7. France
 - 8.3.7.1. Demand planning solutions market by component, 2017 2030 (USD Million)



- 8.3.7.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.3.7.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.3.7.4. Demand planning solutions market by industry 2017 2030 (USD Million)
- 8.4. Asia Pacific
 - 8.4.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.4.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
 - 8.4.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.4.4. Demand planning solutions market by industry, 2017 2030 (USD Million)
 - 8.4.5. China
 - 8.4.5.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.4.5.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.4.5.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.4.5.4. Demand planning solutions market by industry 2017 2030 (USD Million) 8.4.6. India
 - 8.4.6.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.4.6.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.4.6.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.4.6.4. Demand planning solutions market by industry 2017 2030 (USD Million)
 - 8.4.7. Japan
 - 8.4.7.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.4.7.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.4.7.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.4.7.4. Demand planning solutions market by industry 2017 2030 (USD Million)
- 8.5. South America
 - 8.5.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.5.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
 - 8.5.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
 - 8.5.4. Demand planning solutions market by industry, 2017 2030 (USD Million)
 - 8.5.5. Brazil
 - 8.5.5.1. Demand planning solutions market by component, 2017 2030 (USD Million)
 - 8.5.5.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.5.5.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- 8.5.5.4. Demand planning solutions market by industry 2017 2030 (USD Million) 8.6. Middle East and Africa (MEA)



- 8.6.1. Demand planning solutions market by component, 2017 2030 (USD Million)
- 8.6.2. Demand planning solutions market by deployment, 2017 2030 (USD Million)
- 8.6.3. Demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- 8.6.4. Demand planning solutions market by industry, 2017 2030 (USD Million)

CHAPTER 9 COMPETITIVE LANDSCAPE

- 9.1. Aspire Systems
- 9.1.1. Company Overview
- 9.1.2. Product Benchmarking
- 9.1.3. Recent developments
- 9.2. Blue Ridge Solutions Inc.
 - 9.2.1. Company Overview
 - 9.2.2. Product Benchmarking
 - 9.2.3. Recent developments
- 9.3. Cognizant Technology Solutions
 - 9.3.1. Company Overview
 - 9.3.2. Product Benchmarking
 - 9.3.3. Recent developments
- 9.4. Demantra (Oracle Corporation)
 - 9.4.1. Company Overview
 - 9.4.2. Financial performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Recent developments
- 9.5. IBM
 - 9.5.1. Company Overview
 - 9.5.2. Financial performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Recent developments
- 9.6. Logility, Inc.
 - 9.6.1. Company Overview
 - 9.6.2. Financial performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Recent developments
- 9.7. RELEX Oy
 - 9.7.1. Company Overview
 - 9.7.2. Financial performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Recent developments



9.8. NETSTOCK

- 9.8.1. Company Overview
- 9.8.2. Product Benchmarking
- 9.8.3. Recent developments
- 9.9. SAP SE
 - 9.9.1. Company Overview
 - 9.9.2. Financial performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Recent developments
- 9.10. Syncron AB
 - 9.10.1. Company Overview
 - 9.10.2. Financial performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Recent developments
- 9.11. Infor
 - 9.11.1. Company Overview
 - 9.11.2. Financial performance
 - 9.11.3. Product Benchmarking
 - 9.11.4. Recent developments
- 9.12. Kinaxis
 - 9.12.1. Company Overview
 - 9.12.2. Financial performance
 - 9.12.3. Product Benchmarking
 - 9.12.4. Recent developments



List Of Tables

LIST OF TABLES

TABLE 1 Demand planning solutions - Industry snapshot & critical success factor, 2017 - 2030

TABLE 2 Global demand planning solutions market, 2017 - 2030 (USD Million)

TABLE 3 Global demand planning solutions market estimates and forecasts by component, 2017 - 2030 (USD Million)

TABLE 4 Global demand planning solutions market estimates and forecasts by deployment, 2017 - 2030 (USD Million)

TABLE 5 Global demand planning solutions market estimates and forecasts by enterprise size, 2017 - 2030 (USD Million)

TABLE 6 Global demand planning solutions market estimates and forecasts by industry, 2017 - 2030 (USD Million)

TABLE 7 Global demand planning solutions market estimates and forecasts by region, 2017 - 2030 (USD Million)

TABLE 10 Global component market by region, 2017 - 2030 (USD Million)

TABLE 11 Global demand planning solutions market by solution, 2017 - 2030 (USD Million)

TABLE 12 Global demand planning solutions market by demand planning and optimization, 2017 - 2030 (USD Million)

TABLE 13 Global demand planning solutions market by demand sensing and forecasting, 2017 - 2030 (USD Million)

TABLE 14 Global demand planning solutions market by pricing and promotion analysis, 2017 - 2030 (USD Million)

TABLE 15 Global demand planning solutions market by others, 2017 - 2030 (USD Million)

TABLE 16 Global demand planning solutions market by services, 2017 - 2030 (USD Million)

TABLE 17 Global demand planning solutions market by professional services, 2017 - 2030 (USD Million)

TABLE 18 Global demand planning solutions market by managed services, 2017 - 2030 (USD Million)

TABLE 19 North America demand planning solutions market, 2017 - 2030 (USD Million)

TABLE 20 North America demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 21 North America demand planning solutions market by deployment, 2017 - 2030 (USD Million)



- TABLE 22 North America demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- TABLE 23 North America demand planning solutions market by industry, 2017 2030 (USD Million)
- TABLE 24 U.S. demand planning solutions market by component, 2017 2030 (USD Million)
- TABLE 25 U.S. demand planning solutions market by deployment, 2017 2030 (USD Million)
- TABLE 26 U.S. demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- TABLE 27 U.S. demand planning solutions market by industry, 2017 2030 (USD Million)
- TABLE 28 Canada demand planning solutions market by component, 2017 2030 (USD Million)
- TABLE 29 Canada demand planning solutions market by deployment, 2017 2030 (USD Million)
- TABLE 30 Canada demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- TABLE 31 Canada demand planning solutions market by industry, 2017 2030 (USD Million)
- TABLE 32 Europe demand planning solutions market, 2017 2030 (USD Million)
- TABLE 33 Europe demand planning solutions market by component, 2017 2030 (USD Million)
- TABLE 34 Europe demand planning solutions market by deployment, 2017 2030 (USD Million)
- TABLE 35 Europe demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- TABLE 36 Europe demand planning solutions market by industry, 2017 2030 (USD Million)
- TABLE 37 U.K. demand planning solutions market by component, 2017 2030 (USD Million)
- TABLE 38 U.K. demand planning solutions market by deployment, 2017 2030 (USD Million)
- TABLE 39 U.K. demand planning solutions market by enterprise size, 2017 2030 (USD Million)
- TABLE 40 U.K. demand planning solutions market by industry, 2017 2030 (USD Million)
- TABLE 41 Germany demand planning solutions market by component, 2017 2030 (USD Million)



TABLE 42 Germany demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 43 Germany demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 44 Germany demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 45 France demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 46 France demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 47 France demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 48 France demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 49 Asia Pacific demand planning solutions market, 2017 - 2030 (USD Million)

TABLE 50 Asia Pacific demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 51 Asia Pacific demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 52 Asia Pacific demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 53 Asia Pacific demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 54 China demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 55 China demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 56 China demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 57 China demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 58 India demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 59 India demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 60 India demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 61 India demand planning solutions market by industry, 2017 - 2030 (USD Million)



TABLE 62 Japan demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 63 Japan demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 64 Japan demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 65 Japan demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 66 South America demand planning solutions market, 2017 - 2030 (USD Million)

TABLE 67 South America demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 68 South America demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 69 South America demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 70 South America demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 71 Brazil demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 72 Brazil demand planning solutions market by deployment, 2017 - 2030 (USD

TABLE 73 Brazil demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 74 Brazil demand planning solutions market by industry, 2017 - 2030 (USD Million)

TABLE 75 MEA demand planning solutions market, 2017 - 2030 (USD Million)

TABLE 76 MEA demand planning solutions market by component, 2017 - 2030 (USD Million)

TABLE 77 MEA demand planning solutions market by deployment, 2017 - 2030 (USD Million)

TABLE 78 MEA demand planning solutions market by enterprise size, 2017 - 2030 (USD Million)

TABLE 79 MEA demand planning solutions market by industry, 2017 - 2030 (USD Million)



List Of Figures

LIST OF FIGURES

- FIG. 1 Market segmentation & scope
- FIG. 2 Demand planning solutions market size and growth prospects (Revenue in USD
- Million) 2017 2030
- FIG. 3 Demand planning solutions Value chain analysis
- FIG. 4 IG. 5 Market dynamics
- FIG. 5 Key opportunities prioritized
- FIG. 6 Porter's Five Forces analysis
- FIG. 7 Demand planning solutions PEST analysis
- FIG. 8 Demand planning solutions market: Component movement analysis
- FIG. 9 Demand planning solutions market: Deployment movement analysis
- FIG. 10 Demand planning solutions market: Enterprise size movement analysis
- FIG. 11 Demand planning solutions market: Industry movement analysis
- FIG. 12 Regional marketplace: Key takeaways
- FIG. 13 Regional outlook, 2021 & 2030
- FIG. 14 North America marketplace: Key takeaways
- FIG. 15 Europe marketplace: Key takeaways
- FIG. 16 Asia Pacific marketplace: Key takeaways
- FIG. 17 South America marketplace: Key takeaways
- FIG. 18 MEA marketplace: Key takeaways



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