

## **5. FORECASTING**

### **5.1 Types of Forecasts**

Organizations use three major types of forecasts in planning future operations:

- i) **Economic Forecasts**
  - Addresses the business cycle by predicting inflation rates, money supplies and other planning indicators
- ii) **Technological Forecasts**
  - These are concerned with rates of technological progress, which can result in the birth of executing new products that require new plant and equipment
- iii) **Demand Forecasts**
  - These are projections of demand for a company's product or service
  - Also called sales forecast, these drive a company's production, capacity and scheduling systems
  - These serve as inputs to financial, marketing and personnel planning

### **5.2 Scatter Diagrams**

Examples

- i) **Positive correlation**

# Custom Published Sales Forecasting Fme 8201

**Peter Karl Wiseman**



## **Custom Published Sales Forecasting Fme 8201:**

**Practical Sales Forecasting** William Copulsky,1970

**Market and Sales Forecasting** Gordon J. Bolt,2002

**Market and Sales Forecasting** Gordon J. Bolt,1971

**Market and Sales Forecasting Manual** Gordon J. Bolt,1982

**Sales Forecasting** Peter Karl Wiseman,2019-01-28 Sales forecasting is the backbone of every business and can play a major role in the company s success but still there has been very little written on the subject and most of the existing publications remain focused on theory This book offers hands on knowledge for everyone who regardless of their position and function within the organization are involved in the sales forecasting and or planning Managers who are responsible for implementation and management of the sales forecasting process will benefit from the practical guidelines provided by the author They will be able to quickly prepare and introduce such process across the organization while linking it to the other important areas of business such as marketing finance operations strategic management The beginners will gain an understanding of the best methods to use early on in the forecasting process and when and how to apply the more advanced methods Each method is not only explained in theory but is also supported by spreadsheets and examples to aid users in their forecasting journey and help them avoid the most common mistakes About the Author Peter Karl Wiseman is a highly experienced sales forecasting consultant This publication is a compilation of good practices backed by the author s experience at international organizations      *Sales Forecasting Guide* Albert Ziech,2021-03-06 Sales forecasting is the backbone of every business and can play a major role in the company s success but still there has been very little written on the subject and most of the existing publications remain focused on theory This Sales Forecasting Methodology book offers hands on knowledge for everyone who regardless of their position and function within the organization is involved in sales forecasting and or planning This Sales Forecasting Methodology Book includes two parts Part 1 focuses on basic forecasting skills Part 2 provides software reviews and demonstrations along with original research on the latest topics in sales forecasting      *Model Building and Forecasting for Business Economics* Pearson Custom Publishing,1993-09-01      *Sales Forecasting, Tools and Techniques* American Management Association. Marketing Division,1957      *Sales Forecasting* Albert Battersby,1968

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