16-4173   16-4018   CS-A   EIS

Sales Forecasting

Sales forecasting	July	Aug	Sep	Oct	Nov	Dec
Prev year	6702	6327	6215	6007	5954	5813
Promotion sales	200					
Prev year base	6502	6327	6215	6007	5954	5813
growth 3%	201	191	186	180	178	174
Base projection	6703	6518	6401	6187	6132	5987
Promotion	400					
Sales forecast	7103	6518	6401	6187	6132	5987

Bilal Ahmad Butt
15L-4208

Hamza Majeed
15L-4254

3% growth in sales.

Sales vol	July	Aug	Sept	Oct	Nov	Dec
prev year	6702	6327	6215	6007	5954	5813
last year promo	200	—	—	—	—	—
current " "	400	6327	6215		5954	5813
Previous year (base)	6502	6327	6215	6007	5954	5813
Promotion curr year	400	—	—	—	—	—
Sales forecast	7098	6517	(6412)	6188	6133	5988

$\rightarrow 6702 - 200 = 6502$

$\rightarrow 6502 + (6502 * 0.03) + 400$

$\rightarrow = 7098$ forecast

$(5813 * 1.03) = 5988$

Devalop a spreadsheet to forecast Fitter's sales for July through December. Calculate the base projection using the previous year's values and factor in the 3 percent estimated growth rate. Assume that the special marketing promotion last year resulted in an increase in sales of 200 cases for July and that a special marketing promotion This year will result in an increase in sales for July of 400 cases.

Sales volume	July	Aug	Sep	Oct	Nov	Dec
Previous year	6762	6327	6215	6007	5954	5813
Promotion sales	200	200	200	200	200	200
Previous year base	6502	6127	6015	5807	5754	5613
Growth 3%	195·02	183·81	180·45	174·21	172·62	168·39
Base projection	6697	6310	6195	5981	5926	5781
Promotion (cases)	400	400				
Sales forecast	6297					

(151-406
151-40)

6702   6327   6215   6007

200

6502   6327   6215   6007

195·02   189·81   186·45   180·22

6697   6517   6401   6187·

400·

6297   6517   6402   6187

X   ✓   ✓   ✓

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