**Demand Forecasting in Inventory Management for Fishing Flies: Case Study of Neptune Flies Company in Kiambu County, Kenya**

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**Abstract**

The integration of IT into business has proved to be a success. Decision making is faster, easier due to availability of information, easier marketing, more reliable customer support, more optimized resource management among other benefits. However, SMEs in Kenya have not yet caught up with this trend. This leaves them out on benefiting from the above advantages. In addition to that, they are a step behind their competitors. The Fishing Flies Industry, which is run as an SME in Kenya, suffers from the lack of an IT integrated system. The project attempts to create an Inventory management system for Neptune Flies Company, the case study, which is a fishing flies company in Kenya. The project also attempts to implement demand forecasting features to the inventory management system. This is seen as a push for SMEs in Kenya to adopt IT into their businesses.