* **Backstory**
  + Tungkol sa company, anong klaseng company, sinong bumuo, brief introduction…
* **Case**
  + Company that use forecasting for daily basis > saan ginagamit ang forecasting, sa paanong paraan
  + Company that use forecasting to Resolve an issue > kung anong problema ng company,
* **Solution / Move** 
  + Company na walang problema > next step na ginagawa after forecasting
  + Company na may problema > solution after they use forecasting
* **Reaction / Comment**
  + Ano na yung reaction sa ginawa na research, reaction sa company.
* **What would you do differently?**
  + Ipapalagay na kami may ari ng company, anong hakbang ang gagawin namin.
* **References – Citation, link**…

**MITSUBISHI**

* **Backstory**
* Mitsubishi's automotive origins date back to 1917, when the Mitsubishi Shipbuilding Co., Ltd. introduced the Mitsubishi Model A, Japan's first series-production automobile. An entirely hand-built seven-seater sedan based on the Fiat Tipo 3, it proved expensive compared to its American and European mass-produced rivals, and was discontinued in 1921 after only 22 had been built.
* In 1934, Mitsubishi Shipbuilding was merged with the Mitsubishi Aircraft Co., a company established in 1920 to manufacture aircraft engines and other parts. The unified company was known as Mitsubishi Heavy Industries (MHI), and was the largest private company in Japan.MHI concentrated on manufacturing aircraft, ships, railroad cars and machinery, but in 1937 developed the PX33, a prototype sedan for military use. It was the first Japanese-built passenger car with full-time four-wheel drive, a technology the company would return to almost fifty years later in its quest for motorsport and sales success
* **Case**
  + company's inability to respond adequately to past recall problems has delayed the hoped-for restoration of consumer and public trust and has seriously impacted sales. This in turn, has highlighted the problem of over-capacity that has lurked beneath the surface over recent years. In addition, concerns have deepened about delays in the recovery of operations and about the financial health of the company. As a result of being forced to use funds earmarked for the revitalization program in the repayment of interest-bearing debt, the company now finds itself **short of funds.**
* **Solution / Move** 
  + the company has put together the new Mitsubishi Motors Revitalization Plan which are all based on forecasting and predicting future events.
  + Cost reduction

a. Manpower

As the result of changes to the organization, increased work process efficiencies, rationalization of work processes and natural attrition in personnel, the company's headcount trimming program is on track and is forecast to achieve the original targets. The company is also pushing ahead with further improvements in work process efficiencies.

* + b. Material costs

In view of the deterioration in the procurement market brought about by falling sales volumes and sharp rises in raw material costs, the new plan aims to reduce material costs by 90 billion yen on a cumulative basis by fiscal 2006 over fiscal 2003 levels. While this is a downward revision of the original target in monetary terms, this figure maintains the 15% reduction called for in the Business Revitalization Plan.

* **Reaction / Comment**
* **What would you do differently?**
* **References – Citation, link**…

[Press Release | Mitsubishi Motors Corporation (mitsubishi-motors.com)](https://www.mitsubishi-motors.com/en/corporate/pressrelease/corporate/detail1211.html)

[Mitsubishi Motors - Wikipedia](https://en.wikipedia.org/wiki/Mitsubishi_Motors)