4/3/25, 1:01 PM Demand and III Will

Demand and III Will Nexus Inc. Quarter 6

If your firm was not able to fulfill demand in quarter 4, then you created customer ill will in quarter 5. Customer ill will is reflected as a penalty against your firm's brand demand during quarter 5. The sales lost to customer ill will are lost forever.

YOUR TASK

Review your net demand and ill will adjustment for quarter 5 in the Workspace.