MGMT465

Unit 1 Assignment

**Demand Forecasting Practices Analysis**

Your Name

American InterContinental University

Submission Date

**Introduction**

Delete highlighted information.

The introduction is the best opportunity to convince your audience that you have something worthwhile to say (one solid paragraph). An introduction can accomplish this by fulfilling five important responsibilities, as follows:

1. Get the audience's attention.
2. Introduce the topic.
3. Explain its relevance to the audience.
4. State a thesis or purpose.
5. Outline the main points.

**Demand Forecasting Practices Analysis**

1. Analyze demand forecasting practices used to by a supply chain to understand consumer demand, including type of forecasting, aggregation approach, trend analysis, and data quality.
2. Slam! is a company that sells tennis balls. Its clients are tennis clubs, school sports programs, and retail stores. After a year in operation, the company is struggling with producing and delivering its product in time to meet the customers’ demand. Provide a 2-page analysis of how demand planning, including demand forecasting, can be used by the company to help improve the supply chain’s lead time performance.

**Conclusion**

The conclusion is the last thing that the reader will remember about your essay.

1. It should be a summary of the highlights of your statement of purpose.
2. It should include the main points of the statement of purpose.
3. It should be as well-constructed and grammatically correct as everything.
4. It should be ½ a page in length.

**References**

Example

Linton, I. (2019). *Role of marketing in supply chain management*. Bizfluent. <https://bizfluent.com/info-8013303-role-marketing-supply-chain-management.html>.