**Operations Management**

**Week 2: Project Assignment**

Forecasting Methods

Purpose: The purpose of this week’s assignment is to identify which forecasting techniques would be appropriate for your company’s forecasting needs.

Motivation: There are many different forecasting techniques. You learned several of them in Chapter 3. Sometimes, companies will use several different techniques, and then compare the results to see which is best at forecasting. Sometimes, the type of business is inherently seasonal, or the product is at a stage in the product life cycle that might suggest that a trend is reasonable to expect. Sometimes, the data do not indicate any pattern. And sometimes, you don’t have the data. Still, some method must be selected.

Assignment: You do not have the company’s historical demand or sales data available. However, you are familiar with the type of business and the types of products and/or services that this company provides. List some of the forecasting techniques that we have covered, and argue why it may or may not be an appropriate forecasting technique for this company. In fact, you may argue differently for different divisions of the company, or different products.