



Section SF: Sales Forecasting

Although numerical answers are preferred, answers can be **approximate**.

To what extent does the company use these techniques for sales forecasting? (Circle a number for each.)

Type	Example(s)	Not at all			Some -what			A great extent
SF01.A Quantitative Time series models	Exponential Smoothing, Trend, etc.	1	2	3	4	5	6	7
SF01.B Quantitative Causal Models	Regression, Econometric	1	2	3	4	5	6	7
SF01.C Qualitative models	Market Survey, Sales Quota,	1	2	3	4	5	6	7
SF01.D Management opinion	Sales projections, Executive opinion, etc.	1	2	3	4	5	6	7

To what extent is each of the following quantitatively combined into the company's forecast? (Circle one number)

Example(s)	Not at all			Some -what			A great extent
SF02.A current economic conditions	1	2	3	4	5	6	7
SF02.B customer's numerical sales plans	1	2	3	4	5	6	7
SF02.C supplier information	1	2	3	4	5	6	7
SF02.D results of market research	1	2	3	4	5	6	7
SF02.E current order backlog	1	2	3	4	5	6	7

To what extent is the forecast used for the following purposes? (Circle one number)

	Not at all			Some -what			A great extent
SF03.A sales and budget preparation	1	2	3	4	5	6	7
SF03.B production resource planning	1	2	3	4	5	6	7
SF03.C new product development	1	2	3	4	5	6	7
SF03.D equipment/ facilities planning	1	2	3	4	5	6	7

SF04 How many months into the future does the plant forecast (e.g., the time horizon)? _____ months

SF05 Is the forecast initially developed at this manufacturing site? ___ Yes ___ No

SF06 How many times per year is the plant sales forecast modified? _____ times per year

SF07. Does this plant or the company estimate the cost of forecast error? ___ Yes ___ No

If so, approximately what does a one percent error cost? _____

	Poor			average			Good
SF08 How well does the forecast suit the factory purposes?	1	2	3	4	5	6	7

SF09 At this plant, about how many employee hours are spent each month for preparing the forecast? _____

The forecast error questions are in the internal plant performance section: section IP. Delete this line when using.