SALES FORECASTING ON THE STUDIO 55 COMPANY

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ABSTRACT :

Forecasting sales of goods and services will be the future and the parts are very important in profit planning, production and production supervision. A good forecast is the efficiency of manufacturing operations and production services. Production management using prediction results in making decisions concerning the selection process, capacity planning and facility layout, and for the decisions is ongoing with regard to planning, scheduling and inventory. Forecast sales affect even determine sales potential and market-controlled area next. In this scientific writing results at the company’s sales forecasting and Studio 55 by Moving Average Method, the forecast for the month of May in 2008 amounted to Rp. 985,250. With Weight Moving Average method, the forecast for the month of May in 2008 amounted to Rp. 1,165,600. Dan by using exponential Smoothing forecasting methods for the month of May in 2008 for 1,168,544.