In the the Learning Activity “Forecasting Demand,” the introduction paragraph mentions various aspects of the application of forecasting to business operations.

The aspects listed in the Learning Activity “Forecasting Demand” are:

Businesses need to have an adequately sized operation, have a sufficient staff in terms of size and training, They can obtain any necessary resources for production, constructing apartments or an office space that will be leased to customers. Even businesses that provide products or services “made to order,” where most of the direct organization or production activities occur after a purchase is made, usually need to have supplies, trained labor, and management structures in place in advance of the order to be in a position to negotiate a sale.

List three other aspects of business operations that were not mentioned but would benefit from forecasting. Once again looking at By Every Word Productions.

1. Distribution network need to be ready for the product amount being distributed. Especially if distribution is partnered with a firm who is required to stockpile products.

2. A system for returns and repairs needs to be in place, with numbers knowing the approximate possible return rates.

3. Logistics for products which may be part of the Distribution network but is usually handled as it own dept would greatly benefit from forecasting.

4. Accounting would benefit from forecasting to allow budgeting accuracy.

Next, reflect on your own organization; identify three departments that use forecasting and explain through examples how it is applied.

1. Marketing benefits by forecasting sales of music and music trends.
	1. For example, if music trend are EDM music in the EU marketing can focus efforts in that genre in that location through Facebook, YouTube and radio.
2. Production benefits by know when to hire per-diem or studio musicians.
	1. For example, if a major contract looks like it may be signed production can start booking any choirs, bands, or studio musicians needed for the job.
3. Forecasting will help the purchasing department, to know when to purchase software or hardware needed for certain jobs.
	1. For example, any special electronic instrument packs, compressors, or microphones that are needed but the order had been placed on hold can now go through knowing that the such items will now produce profits.