

'Business Forecasting: techniques and applications' is a comprehensive one-day seminar designed for those directly or indirectly involved with the business planning process. The focus of the course is on the means by which companies select, build and apply Business forecast models to the short and long term planning.

The seminar will show you how you can improve bottom line results through a better and continuous business forecasting process.

Who should attend:

Managers responsible for the forecasting process and representing the following areas: business and strategy planning, financial planning, production planning, operations planning, Supply Chain management, marketing and sales.

How your organization will benefit:

1. Better understanding of the fundamentals of applying business forecasting to improve your business operations and competitiveness.
2. Transform raw data into workable, quantitative forecasting models
3. Select and use different forecasting techniques
4. Apply business forecasting in various business areas such as sales, marketing, production, logistics and inventory
5. Create more powerful models in less time
6. Draw more accurate conclusions from your forecasting models
7. Formalize the process of developing business forecast models

Duration: 1 day

Maximum number of participants: 10

Exercises will be done using [ForecastPro](#) software. Clients can work on their own data as well.

Main topics

- Competitive advantages through better forecasting
- Forecast accuracy
- Developing the internal forecasting process
- Forecasting models
- Time series models
- Cause & effect models
- Forecasting model selection
- Preparing the data
- Best practices in Forecasting

Contact us

To request more information, please fill the following form [click here >>>](#)

Contact us for more information

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