Assignment 2

1. Your group were appointed by Always One Enterprise to develop a potential business in Pekan. Three finalise business areas are considered to be introduced by the early of 2017. These businesses are car wash, pet shop and machine shop. As an expert in forecasting field, you are required to propose a guideline to this company on how to forecast accurately the demand for that business. Your proposal should include step by step on forecasting methodology. Discuss the suitable approach either qualitative or quantitative for this case study.

   (Hint: Choose only one business).

2. The shop keeper believes that customers are switching to this new multi vitamin from other brands. Discuss how you might model this switching behaviour and indicate the data that you would require to confirm whether this switching is occurring or not.