

Seeing the next quarter: sales forecasting and marketing planning

A Level 8.1.3 Sales forecasting · 8.2.1 Planning the marketing strategy · 8.2.2 Approaches to marketing strategy

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Running case: Saffra Foods, Pune · 60 minutes

How this topic is examined

Paper 3 · Decision-making · 60 marks · 1 h 45

- Calculate a centred moving average [4]
- Calculate seasonal variation or a forecast [2]
- Evaluate whether time series is sufficient [12]
- Evaluate the importance of forecasting sales [12]

Paper 4 · Business strategy · 40 marks · 1 h 15

- Evaluate a marketing strategy over time [20]
- Advise on a coordinated marketing strategy [20]
- Use the timeline and data
- Judge against marketing objectives

Typical questions on this topic

- Using the data, calculate the four-period centred moving average for Quarter 1. [4]
- Calculate the average seasonal variation for Quarter 4. [2]
- Evaluate the usefulness of time series analysis in making business decisions. [12]
- Analyse one benefit and one limitation of sales forecasting. [8]
- Advise on a coordinated marketing strategy for the future success of [brand]. [20]

By the end of this lecture you can...

- 1 Explain why businesses forecast sales.
- 2 Calculate a four-period centred moving average.
- 3 Calculate seasonal variations and forecast sales.
- 4 Evaluate time series and qualitative forecasting.
- 5 Explain the contents, benefits and limits of a marketing plan.
- 6 Evaluate coordinated strategies and the role of IT and AI.

END OF PREVIEW

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Full slides, notes handout, revision sheet, practice paper, mark scheme, model answers and answer templates are included with the Exam Masterclass.

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