

Harmon Foods, Inc

TheCasesolutions.com

OBJECTIVE:

To help John MacIntyre forecast the sales of Treat in the Breakfast Food Division of Harmon Food Inc. in order to have:

- Accurate Schedules
- Effective Advertising Expenditures
- Precise Budgeting
- Careful Promotion Usage

STEP 1

Calculate Consumer Allowance:
 $\text{Consumer Packs} \times 0.2 \times 24$

STEP 2

Found Lag 1 AND Lag 2 for each promotional usage- Consumer Allowance and Dealer Allowance.

Also used the sale's percentage per week as weights for both consumer and dealer allowance.

STEP 3

Conducted Various Regression Models:

- Regression with account for Weights
- Regression with Lags
- Regression with both Weights and Lags
- Regression by Deconstructing Data.

STEP 4

Used both Regression Line using:

- New Model Regression Error
- Standard and Residuals
- Collinearity Problem
- Correlation Analysis

STEP 5

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