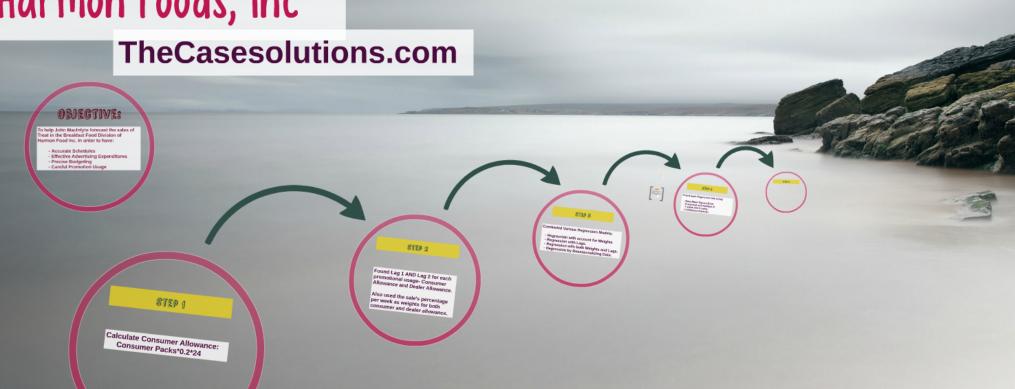
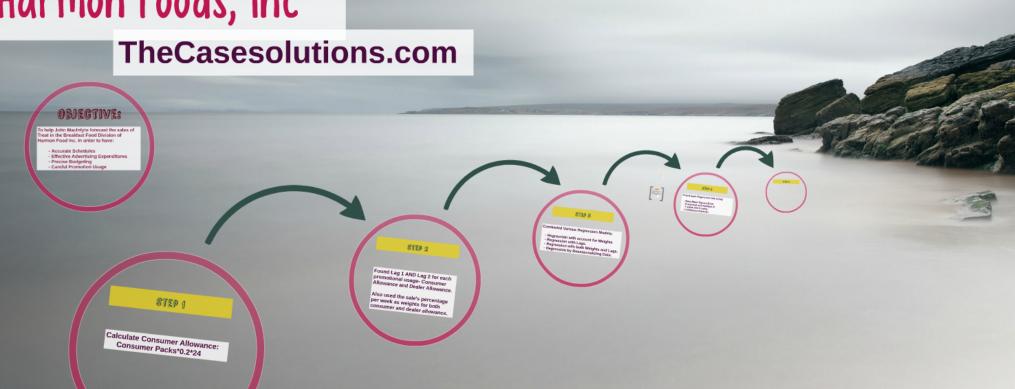
Harmon Foods, Inc



Harmon Foods, Inc



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: Consumer Packs*0.2*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.