

# Why Forecasts Fail. What to Do Instead

Performance Review  
Year 2013 - 2019



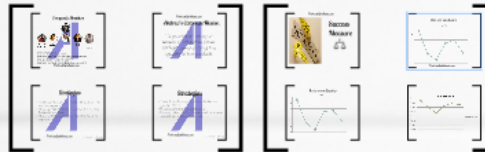
### Marketing

**Assess & Reassess**

- Identify the current market environment
- Identify the current competitive environment
- Identify the current customer environment
- Identify the current distribution environment
- Identify the current promotional environment

**What to Do**

- Identify the current market environment
- Identify the current competitive environment
- Identify the current customer environment
- Identify the current distribution environment
- Identify the current promotional environment




### Human Resource

**Human Resource**

- Identify the current human resource environment
- Identify the current human resource environment
- Identify the current human resource environment
- Identify the current human resource environment
- Identify the current human resource environment

**What We Learn**

- Identify the current human resource environment
- Identify the current human resource environment
- Identify the current human resource environment
- Identify the current human resource environment
- Identify the current human resource environment



### Research & Development

**Research & Development**

- Identify the current research & development environment
- Identify the current research & development environment
- Identify the current research & development environment
- Identify the current research & development environment
- Identify the current research & development environment

Thank you  
for your undivided  
attention



Any questions?

### REFERENCES LIST

- Chandler, A. H. (1962). Strategy Making in Three Modes of Organization. *Administrative Science Quarterly*, 7(1), 16-39.
- Drury, J. G. (1999). The Role of the Human Resource Manager in the 21st Century. *Human Resource Management*, 18(1), 1-10.
- Drury, J. G. (2000). The Role of the Human Resource Manager in the 21st Century. *Human Resource Management*, 19(1), 1-10.



### Finance

**Finance**

- Identify the current finance environment
- Identify the current finance environment
- Identify the current finance environment
- Identify the current finance environment
- Identify the current finance environment



### Production

**Production**

- Identify the current production environment
- Identify the current production environment
- Identify the current production environment
- Identify the current production environment
- Identify the current production environment

# Why Forecasts Fail. What to Do Instead

Performance Review  
Year 2013 - 2019



**Marketing**

**Address & Resources**

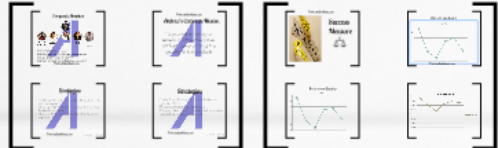
- Marketing is the process of identifying, anticipating and satisfying customer requirements profitably.
- Marketing is the process of creating, communicating, and delivering value to customers.
- Marketing is the process of identifying, anticipating and satisfying customer requirements profitably.

**Marketing Strategy**

- Marketing strategy is a plan of action designed to bring about the company's marketing objectives.
- Marketing strategy is a plan of action designed to bring about the company's marketing objectives.

**Marketing Mix**

- The marketing mix is a set of marketing tools that a company uses to promote its goods and services.
- The marketing mix is a set of marketing tools that a company uses to promote its goods and services.



**Human Resource**

**Human Resource**

- Human resource management is the process of recruiting, selecting, training, and developing employees.
- Human resource management is the process of recruiting, selecting, training, and developing employees.

**Human Resource Strategy**

- Human resource strategy is a plan of action designed to bring about the company's human resource objectives.
- Human resource strategy is a plan of action designed to bring about the company's human resource objectives.

**Human Resource Management**

- Human resource management is the process of recruiting, selecting, training, and developing employees.
- Human resource management is the process of recruiting, selecting, training, and developing employees.

**Research & Development**

**Research & Development**

- Research and development is the process of creating new products and services.
- Research and development is the process of creating new products and services.

**Research & Development Strategy**

- Research and development strategy is a plan of action designed to bring about the company's research and development objectives.
- Research and development strategy is a plan of action designed to bring about the company's research and development objectives.

Thank you  
for your undivided  
attention

Any questions?

**REFERENCES LIST**

- Kotler, P. and Armstrong, G. (2009) Principles of Marketing, 7th Edition, Prentice Hall, Upper Saddle River, NJ.
- Kotler, P. and Armstrong, G. (2009) Principles of Marketing, 7th Edition, Prentice Hall, Upper Saddle River, NJ.

**Finance**

**Finance**

- Finance is the process of managing money and investments.
- Finance is the process of managing money and investments.

**Finance Strategy**

- Finance strategy is a plan of action designed to bring about the company's finance objectives.
- Finance strategy is a plan of action designed to bring about the company's finance objectives.

**Production**

**Production**

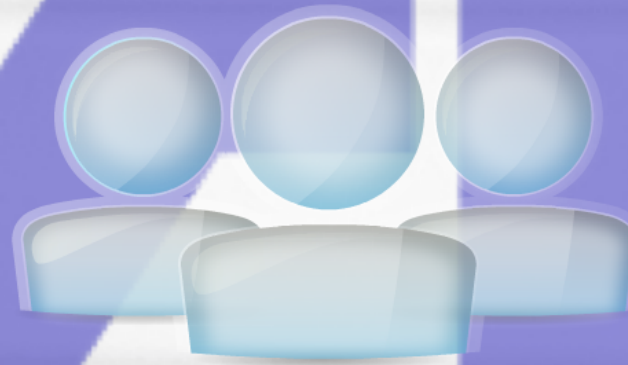
- Production is the process of creating goods and services.
- Production is the process of creating goods and services.

**Production Strategy**

- Production strategy is a plan of action designed to bring about the company's production objectives.
- Production strategy is a plan of action designed to bring about the company's production objectives.



# Why Forecasts Fail What to Do Instead



Performance Review  
Year 2013 - 2019

# Company's Structure

CEO



Executive  
Of Marketing



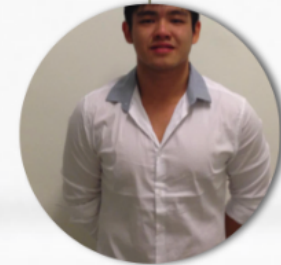
Executive of  
Research &  
Development



Executive of  
Production



Executive  
of Finance



Executive of  
Human  
Resources

CEO - Angeline 15750523

Executive of Marketing - Erni 15750756

Executive of Research & Development - Deddy Chrisella 15661573

Executive of Production - Wijaya Vivian 15641562

Executive of Finance - Ho Gelin 16436989

Executive of Human Resources - Paul Kevin Chandrawan 14993055

[TheCaseSolutions.com](http://TheCaseSolutions.com)

TheCaseSolutions.com

# Andrew's Corporate Mission

To provide an array of sensors at attractive prices, without compromising the quality of the products

# Strategies

- Cost Leadership with focus on High End, Low End, and Size segments
- Allowing High End products to flow through Low End and Size markets
- Minimum Focus on Traditional and Performance segments

# Strategies

- Research and Development meets Customer's Buying Criteria
- Focus on investment in automation
- Focus on Total Quality Management to increase demand and reduce revision date





# Success Measure





# Return on Asset

ROA (%)

