

Qualitative Methods of Demand Forecasting for SMEs in Germany

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Abstract

The well-known qualitative methods for carrying out demand forecasts can also be applied well to medium-sized companies. In particular, it has been shown that expert surveys and sales estimates are very easy-to-use methods for generating demand forecasts or ensuring quality. Customer surveys also deliver good results but are somewhat more complex to carry out. The implementation of the Delphi method has proven to be quite complex and is therefore not considered a preferred method for the medium-sized company. In contrast, scenario analysis is of paramount importance. This method should also be used by medium-sized companies as a standard method that is fairly easy to use and can be used in a variety of ways.

Keywords: demand forecast; expert survey; sales estimate; Delphi method; Scenario method.

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