

## **Discussion Questions**

1. What role does forecasting play in the supply chain of a build-to-order manufacturer such as Dell?
2. How could Dell use collaborative forecasting with its suppliers to improve its supply chain?
3. What role does forecasting play in the supply chain of a mail order firm such as L.L.Bean?
4. What systematic and random components would you expect in demand for chocolates?
5. Why should a manager be suspicious if a forecaster claims to forecast historical demand without any forecast error?
6. Give examples of products that display seasonality of demand.
7. What is the problem if a manager uses last year's sales data instead of last year's demand to forecast demand for the coming year?
8. How do static and adaptive forecasting methods differ?