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ABSTRACT

Few activities are as important to the success of a company as sales forecasting and demand planning. The difference between doing them adequately and doing them excellently can be a significant impact on the company's competitiveness and market position. Yet for most companies, excellence in these core business functions remains out of reach. This project was designed to uncover and highlight the most important mistakes companies make, the capabilities they lack and the obstacles executives encounter as they seek to improve their sales forecasting and demand planning efforts.

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