

Demand Forecasting (Seasonal & Festive)

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a demand-forecasting approach — seasonal (AC/cooler summer peak), festive (Diwali/Dussehra/Onam appliance buying), new-launch and wedding-season demand — so you stock enough for peaks without over-stocking, the core electronics stocking challenge. Use it to plan stock. For norms use the Stock Norms & Obsolescence Control tool.

Purpose of this tool & output

Stock right for summer, festive and launches

How the output is used

Use it to stock right for summer, festive and launches — a seasonal demand forecast that matches stock to the peaks.

Who should vet it

An experienced dealer or your brand distributor, to sense-check the seasonal and launch assumptions before you commit big orders.

Important cautions

Stocking for peaks (summer AC, festive appliances) without over-buying is the core electronics challenge; build stock ahead of the peak with brand supply/credit lined up, and plan post-peak clearance so unsold festive/summer stock does not become dead capital.

Companion documents

- Inventory Management SOP
- Stock Norms & Obsolescence Control
- Purchase Planning & Brand Ordering
- Serial / IMEI & Warranty Tracking
- Brand Scheme & Claim Management
- Stock Audit & Shrinkage Control

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