A Decision Support System for Subjective Forecasting of New Product Sales

Volume 126
Number 2

Year of Publication: 2015

Authors:
Mohamed Hassan, Abeer Badr Eldin, Alaa El-Ghazali

10.5120/ijca2015905997

Abstract

Launching new products is risky by nature. As demand for an older product decreases, a company is forced to make a risky unavoidable decision of launching a new product. With the lack of historical data or sales records of the new products, the company has to make difficult decision to avoid failure of the new product. In this research paper, the research proposes procedure for new product sales forecasting and guides the calculation of new product sales forecasts based on accusation, evaluation and choice of subjective forecasts provided by executives and salespeople for new products which don’t have any historical data.

References

8. Shaofeng Liu, Alex H.B. Duffy, Robert Ian Whitfield and Iain M. Boyle, Integration of decision support systems to improve decision support performance, 2010
9. DJ. Power and Rahmesh Sharda, Model-driven decision support systems: Concepts and research directions, 2005
12. Xuanhua Xu, Yue Xia, Qufeng Wang and Haiming Zhao, Research about Group Decision Support System for Technology Resources Allocation of Engineering Machinery Based on Information Entropy, 2014

Index Terms

Computer Science

Artificial Intelligence

Keywords

DSS, Sales Forecasting