



**TheCaseSolutions.com**

Number 1 in case studies solutions

# **MEGAMART SEASONAL DEMAND PLANNING**

# INTRODUCTION

**The Megamart Seasonal Demand Planning case focuses on issues and concerns encountered by Megamart, which is a big chain of retail stores, in attempts to minimize stock-outs and finally develop an effectively working method for demand forecasting for seasonal products.**

# KEY CHALLENGES

**One of the main problems, which might occur when implementing this concept is the unpredictable behavior of consumers during the peak time. Currently, Megamart has a poor demand planning system because it does not reflect the markets and demands causing either stockouts or excess stocks.**

# CASE SOLUTION

**In response to the above challenges, the following solution has been proposed; Installation of a sound and effective demand forecasting system. It also allows Megamart to make better predictions about the amounts of certain products which are wanted seasonally.**

# CONCLUSION

**The Megamart Seasonal Demand Planning is very relevant in showing how firms must look for ways to improve its demand forecasting to enable it to have good control over inventory management. Through applying changed solutions based on data analysis and cooperation between departments, Megamart is capable to resolve the problem that affects customer demand during the season.**

# RECOMMENDATION

**This is just a sample partial case solution. Please place the order on the website to order your own originally done case solution.**

**Resource: visit [thecasesolution.com](https://thecasesolution.com) for detailed analysis and more case studies.**