

**Formulation of Forecasting Demand and Inventory
Control Management (A Review of Telecom Company
CMPak ZONG)**



Final Year Project

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Abstract

The purpose of this study is to investigate the demand of SIMs and scratch cards of 2014 with the help of past data. Study also identified many issues relating the telecom sector in Pakistan. The study findings gave that advantage that the forecasting of demand is easily measure able through or given flow sheet pattern to ZONG, through this flow sheet company can easily forecasted the required demand through proper communication with different offers and promotional campaigns and we also include buffer stock in it to overcome the certainty factor also. Throughout our project there is also some limitation which includes that we received only one year data and on the bases of this data we draw a framework which might be uncertain. The other thing is that the company doesn't want to shift to other data base software and they normally use excel sheet for the data analysis and forecasting which might be a long procedure.

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