Principles of Marketing

Session 6

Measuring and forecasting Market Demand

Text: Chapter 4 ， Appendix 1

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Outline

I. Levels & Structure of Demand

II. Measuring Current Demand, Area Demand, Future Demand

III. Sales Forecasting Techniques

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Customer
Territory
Region
Country
World

Geographic Level

Industry

Company

Product Level

Product Category

Product line

Product item

Time Level

Short-range   Medium-range   Long-range
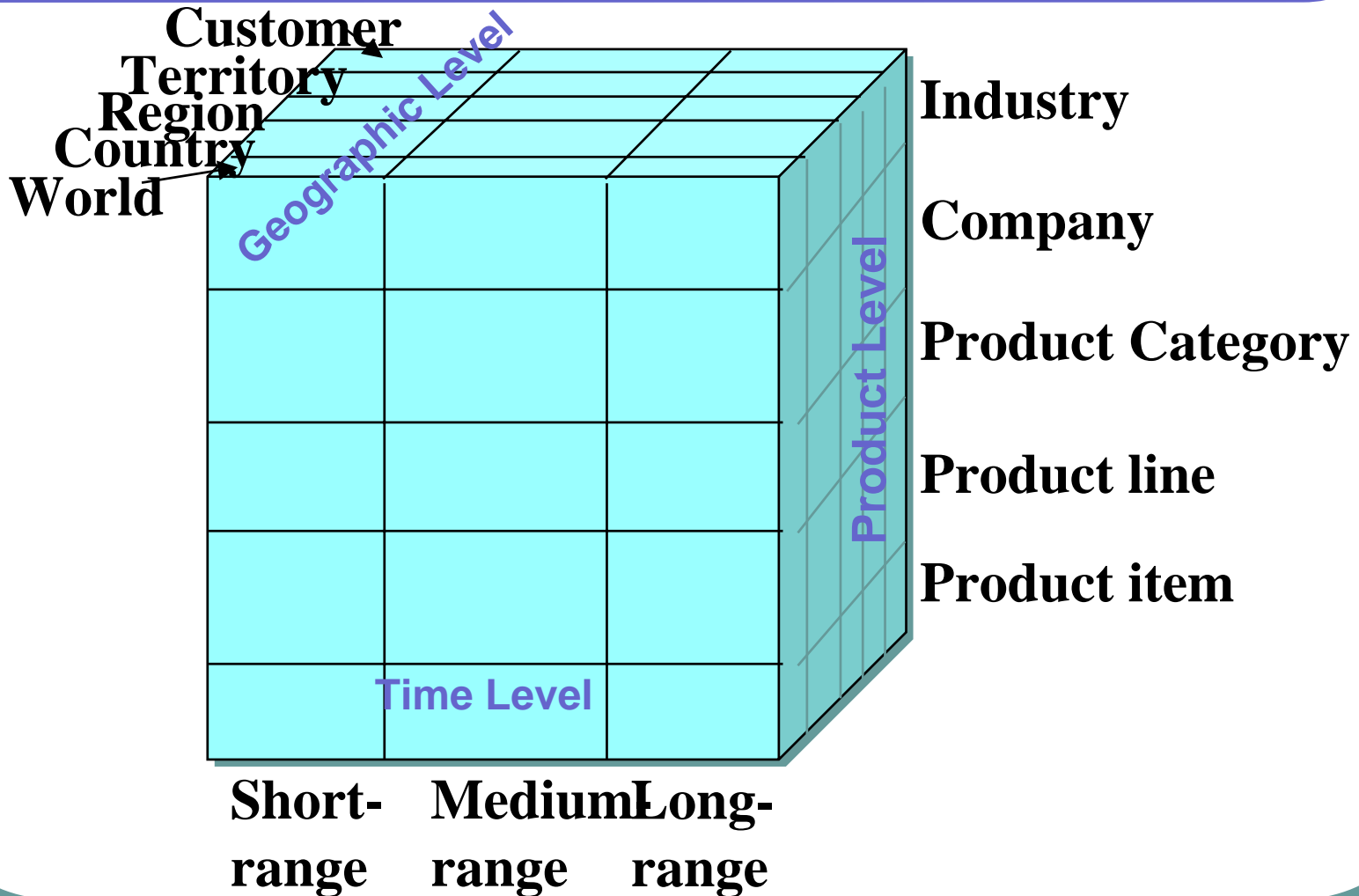
Total Market

=Actual Market

(shared by competitive brands within this category of product)

+Potential Market

(those who will probably become actual users of this product)

+No Market

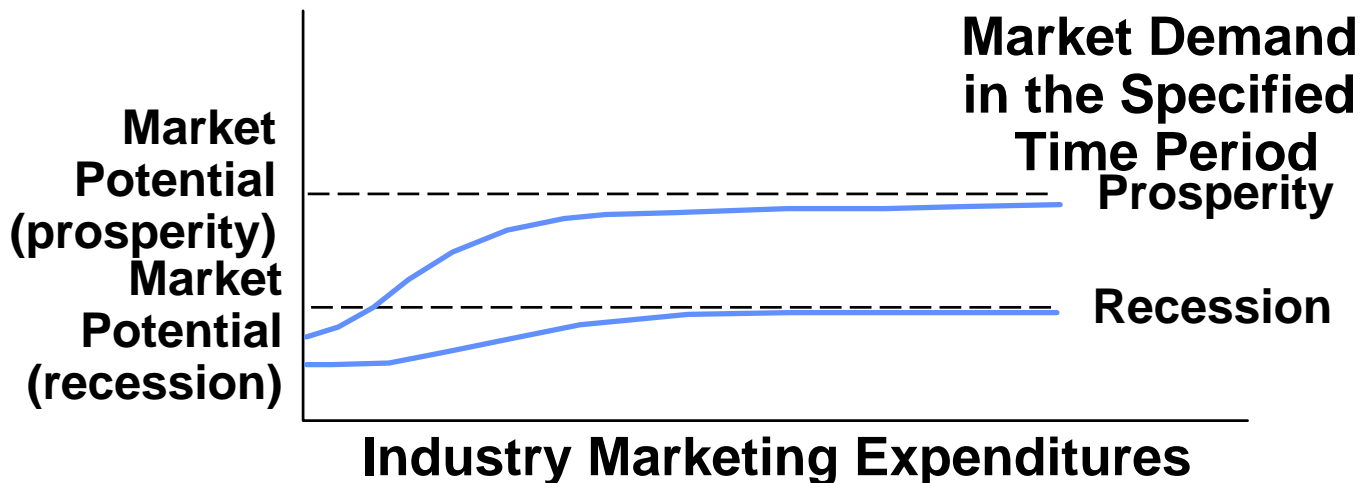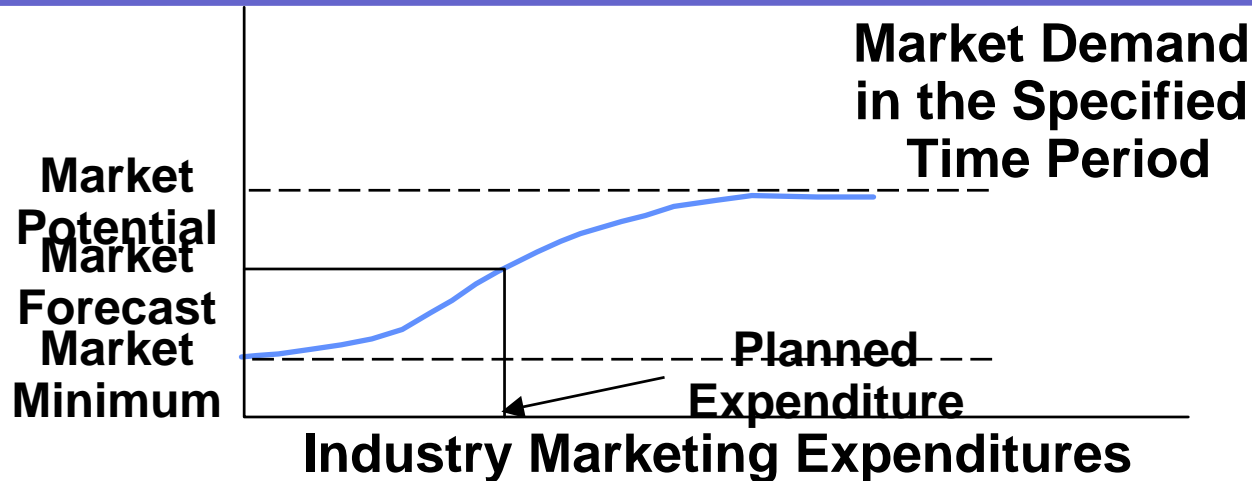**(those who have no knowledge, no desire for this product)**

1.Measuring Current Demand

2.Estimating Market Area Demand

3.Forecasting Future Demand

1. Measuring Current Demand

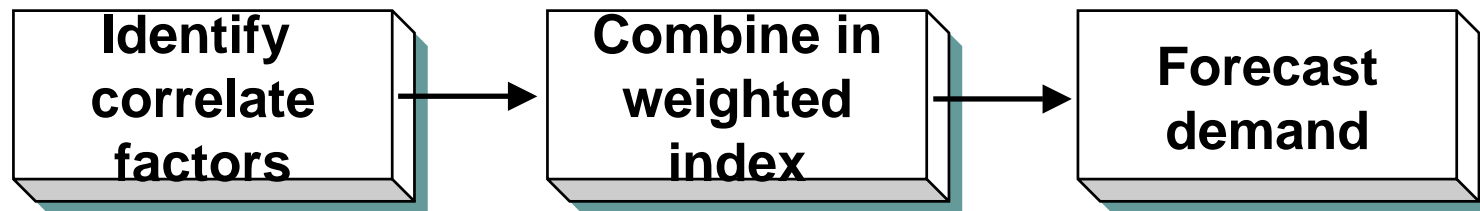**Market Demand in the Specified Time Period**

Market Potential

Market Forecast

Market Minimum

Planned Expenditure

Industry Marketing Expenditures

Market Demand in the Specified Time Period

Market Potential (prosperity)

Market Potential (recession)

Prosperity

Recession

Industry Marketing Expenditures

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Market-Buildup Method

Identify all potential buyers	→	Estimate purchases by category	→	Forecast demand

Market-Factor Index Method

Identify correlate factors	→	Combine in weighted index	→	Forecast demand

Environmental Forecast

↓

Industry Forecast

↓

Company Forecast

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- ➢ **What People Say**

- ➢ **What People Have Done**

- ➢ **Time-Series Analysis**

- ➢ **Statistical Demand Analysis**
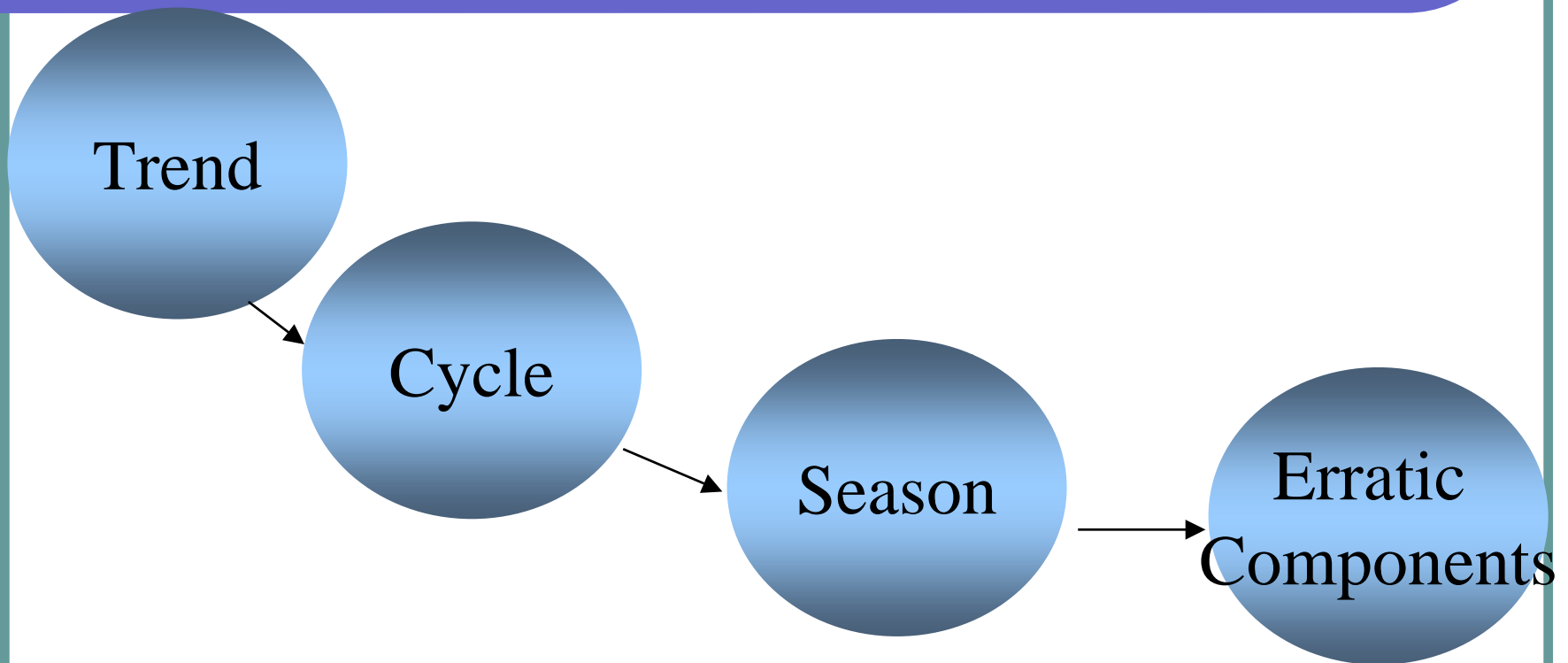
- ➢ **12 Leading Indicators**

What People Say

➢ Survey of Buyers Intentions
➢ Sales Force Composite
➢ Expert Opinion

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What People Have Done

➢ **Time Series Analysis**
➢ **Leading Indicators**
➢ **Statistical Demand Analysis**

Time-Series Analysis

Trend

Cycle

Season

Erratic Components

Sales Forecasting of December of Next year:

$$12\ 000 \times \underline{1.05} \times \underline{0.90} \div 12 \times \underline{1.3} = 1\ 228.5$$

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✧**Objective:**

try to find out the relation between different variables

✧**Two techniques:**

- **Correlation**:

  uncertain relation between two variables

- **Regression**:

  statistic laws between one dependant variable et

  several independent variables

1. 制造业生产工人平均工作周长度（小时）；
2. 失业保险平均每周首次要求偿付人数（千次）；
3. 新工商业组成信息（指数， 1967=100）；
4. 新建私人住宅建筑许可证（指数，1967=100）；
5. 耐用商品工业新订单（10亿美元）；
6. 为新建工厂与设备的支出（10亿美元）；
7. 制造业和商业库存帐单价值的变动（年率，10亿美元）；
8. 工业原材料价格（指数，1967=100）；
9. （500种）普通股价格（指数，1941-1943=100）；
10. 税后公司利润（年率，10亿美元）；
11. （制造业）价格对单位劳动力成本的比率；
12. 消费者分期付款债务的变动（年率，10亿美元）

假设江苏省的个人可支配收入（y_i）占全国的 **0.4239%**；该省的零售额（r_i）占全国的**0.5167%**；该省的人口（p_i）是全国人口的**0.5618%**。这三类数据的权重分别为**0.5，0.2，0.3**。假设每年全国羊毛衫销售潜量是**1200**亿元，去年雪莲牌羊毛衫在江苏省的总销售额是**3260**万元，占全国市场的份额约为**3%**。请计算江苏省地区购买力指数，并回答雪莲牌羊毛衫在江苏省所占的市场份额是否高于其全国市场份额。