qualitative methods and statistical or quantitative methods. The forecaster must choose the method that best suits his requirement.

5. **Collection and adjustment of data**: after deciding the method the next step is to collect the needed data which may be primary or secondary or both. The primary data are the first-hand data that no one has collected before while the secondary data are the data that are already available
6. **Estimation and interpretation of results:** the last step is to evaluate the demand for the predefined period. Generally, the estimates appear as equations and the result is interpreted and represented in an easy and accessible form.

Demand Forecasting Methods

There are two basic types of demand forecasting methods: qualitative methods and quantitative methods. Examples of these methods are as shown in the table below

QUALITATIVE METHODS	QUANTITATIVE METHODS
The Delphi technique	Trend projection method
Sales force opinion	Barometric technique
Market research	Econometric forecasting technique

The Delphi technique: a group of experts are appointed to produce a demand forecast. Each expert is suggested to generate a forecast of their elected specific segment. After the initial forecasting round, each expert reads out their forecast and every expert influences another expert. A consequent forecast is again produced by all experts and the process is repeated until all experts achieve a near agreement scenario.

Sales force opinion: the sales manager asks for inputs of predicted demand from every salesperson in their team. Each salesperson evaluates their