

## **How Important of The Accuracy Sales Forecasting Method against Sales Strategy Decision Making of The Mobile Phone Network Operator Company: A Case Study**

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### **Abstract**

*This paper examines the accuracy of sales forecasting methods that are important for decision making of sales strategy for the mobile phone network operator company. Sales forecasting is used to estimate company product sales for next year, so the company could make sales strategy plans and estimate an amount to be produced next year. Mobile phone network operator is one of un-seasonable products. The purpose of the paper is to compare, analyze, and give a recommendation of the best sales forecasting method to improve the mobile phone network operator company. Quantitative data were collected through published companies' financial reports, articles, and journals which related with Supply Chain Management theory. The contribution of this paper is providing the mobile phone network operator company to make successful sales strategy based from good sales forecasting method.*

*Keywords – Sales Forecasting, Mobile Phone Network Operator Company, Sales Strategy, Forecasting Method*