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Sales Forecasting


For Internal Circulation and Academic
Purpose Only

Programme Educational Objectives

- *Our program will create graduates who:*
 - *1. Will be recognized as a creative and an enterprising team leader.*
 - *2. Will be a flexible, adaptable and an ethical individual.*
 - *3. Will have a holistic approach to problem solving in the dynamic business environment.*

Sales and Distribution Management Course Outcomes

- CO1- Given a situation of Festival, student manager will be able to identify appropriate Sales Forecasting method to be adopted by a company.
- CO2- Given a situation of opening a new outlet, student manager will be able to draft a sales plan.
- CO3- Given a situation of Selling products / services, student manager should be able to explain Personal Selling Process.

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- **CO4-Given a criteria of newly launched company, student manager should be able to design an effective Sales Compensation Plan for Sales Executive.**
 - **CO5-Given a criteria of distribution channel of a company, student manager should be able to outline different levels of Marketing channel used by the company.**
 - **CO6-Given a situation, student manager should be able to explain the process of Reverse Logistics.**

Sales Control

- **Sales control** is one of the functions of **sales** management which ensures the **sales** achievement and profit objectives of the company by coordinating effectively and efficiently the different **sales** functions.
- Management policies and practices aimed at ensuring that all sales are recorded, made at correct prices, and fulfilled to customers' satisfaction.

Goals of Sales control

- Optimize number of sales
- Maximize profit
- Control revenue



Sales Audit

- It is the comprehensive, systematic, periodic, analysis, evaluation and interpretation of business environment, objectives, strategies, principles to determine the areas of problem or opportunities and recommending the plan of action to improve the **sales** performance.
- Sales audit is the **systematic and unbiased review of the basic objective and policy of the selling function** of an organization. It helps in improving the effectiveness of the sales arm of the organization.

Sales Audit

Audits normally examine six aspects such as:

- Objective of the company
- Internal policies
- Structure of the organization
- Sales methods
- Procedures
- Sales personnel

Sales Analysis

- Sales analysis is the **study of sales volume operations to find the sales and profit trend**. It helps in achieving better sales performance. It also provides insights on the sales territories, type of customers and products.
- Sales analysis examines sales reports to see what goods and services have and have not sold well. The analysis is used to determine how to stock inventory, how to measure the effectiveness of a sales force, how to set manufacturing capacity and to see how the company is performing against its goals.

Sales Analysis

- **Period Comparisons** (Usually a sales analysis will compare one time period to a comparable period in the past.)
- **Break-Even Analysis** (what minimum level of sales is needed to make sure it does not lose money. It also shows how sensitive the break-even point is to changes in both fixed and variable expenses.)
- **Competitor Sales Analysis** (In some industries, sales made by your competitors are listed in public sources. For example, automobile sales are reported monthly by major manufacturer, major brand and model.)

Sales Analysis

- **These five products made Ramdev's Patanjali a mega business**

Patanjali Ayurved, a small pharmacy just a decade ago, is now an FMCG giant. Now it aims to overtake the country's biggest consumer goods company Hindustan Unilever, which has been present in India for over 80 years. Baba Ramdev-founded Patanjali's FY17 sales amounted to Rs 10,561 crore. Yet, given the pull of its charismatic brand ambassador, Ramdev, and the meteoric rise of Patanjali, anything is possible.

- A key factor behind Patanjali's rise is a few select products that have become immensely popular with the masses. Below are Patanjali's top five products and how they compare with rivals, according to Bloomberg.

Sales Analysis

1. Cow's Ghee

Patanjali earned a revenue of Rs 1,467 crore from cow's ghee, a fragmented market with several unorganised players. In the organised branded ghee market, Patanjali is a direct rival to Amul. Branded ghee accounts for about 44 percent of volume in the overall market, according to market researcher Kantar Worldpanel.

2. Dant Kanti toothpaste

Dantkanti toothpaste earned a revenue of Rs 940 crore from the segment. The company said its share in market stood at 14 percent at the end of March. Rivals include market leader Colgate Palmolive India Ltd. and Dabur India Ltd.

Sales Analysis

3. Ayurvedic medicines

Patanjali earned Rs 870 crore revenue from ayurvedic medicines, nearly four times compared to its direct rival Dabur India.

4. Keshkanti shampoo

Keshkanti shampoo contributed a revenue of Rs 825 crore for Patanjali. Hindustan Unilever is the market leader with a 45 per cent share in shampoos. The contribution from personal care segment, which includes shampoo and soap brands like Dove, Sunsilk, Tresemme and Lux, and skincare products like Fair & Lovely and Ponds cream.

5. Soaps

Patanjali's herbal soap segment mopped up a revenue of Rs 574 crore. HUL, the maker of Lifebuoy, is the market leader in soaps, followed by rivals like Nirma, Godrej Consumer Products and ITC.