

From: DRogers@babystrong.com

Subject: Forecast and Accuracy

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To: ProdMgmtStaff@babystrong.com

Dear Product Mangers,

This is just a reminder about making accurate sales forecasts. I know that many of you are being pressured to develop optimistic forecasts because this year our marketing promotion budgets will be based on them. I've heard of some vice presidents deliberately telling their staff to overly increase their numbers.

It is really important that you do the best job you can in forecasting your products. Use all the available information to determine what will happen in the marketplace. Getting a forecast wrong can mean production overruns and inventory problems over the coming year. That can cost the company. We can handle things when sales don't go as expected due to unforeseen circumstances, but when we make deliberate overly optimistic projections it can get us into trouble.

GET YOUR FORECASTS RIGHT NO MATTER WHAT ANYONE TELLS YOU!

Best regards,

David

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