ABSTRACT

FORECASTING INFORMATION DISTRIBUTION SYSTEM OF ACER PRODUCT AT BANDUNG BY USING MOVING AVERAGE METHOD IN PT. SURFGOLD INDONESIA

by:

ANDREAS EDO PRIMA

10107147

PT. Surfgold Indonesia is a Private-Owned Enterprises (BUMS) under PT. Acer (Taiwan) is sell gadgets; notebooks, LCD and others. This company has been established for 14 years. Now, PT. Surfgold Indonesia is implementing the process of forecasting the distribution of Acer products to forecasting the distribution of the product in future. So the sales of Acer product will be increase. Input processes the transaction and distribution is applied forecasting manual procedures. The company is used Fax or E-mail address send the transaction information by the reseller, but the distributor is used manually system in predicting the distribution of Acer products for each reseller in the next period. Until right now the company has difficulties in forecasting the distribution of products because often forecasting the distribution of products is not valid.

Forecasting Information Distribution System of Acer products are used to easy MSR input the transaction data to forecasting the sales and distribution of products to be accurate. So, the MSR will be update about the input of sales transactions and the distributors' predictions will accurate. So, they get the maximum benefit. In forecasting distribution using Double Moving Average forecasting methods, because the double moving average method is the most appropriate method to predict the distribution of the product.

Web-based application is expected to be a medium facilitation to the MSR or the Distributor.

The Key words: Transaction, Forecasting, Distribution, Acer, Double Moving Average, MSR, Distributors, Resellers.