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A PREDICTIVE MODEL OF SHORT-TERM DEMAND FOR GOODS

(Un model de previziune a cererii de mărfuri pe termen scurt)

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The author tackles the question of the forecast of short-term demand. On the basis of a survey carried out in six footwear shops in the city of Timişoara, he checks two short-term predictive models. According to the first model, the prediction is made over a period that is at most twice longer than the period over which the survey was made, and it is based on the calculation of the average buying speed influenced by the speeding up or slowing down of buying speeds. The author finds that this predictive model based on the average buying speed does not yield results that can be confirmed in practice. He then suggests another model in which, instead of average buying speed, he takes the standard deviation of the variation of purchases: the prediction worked out on the basis of this model proves to be much closer to reality. The author holds that this second predictive model of short-term demand may be applied without too great difficulty at the level of retail trade organizations, either for a certain item, or a sub-group of goods.