

IMPLEMENTATION OF SINGLE EXPONENTIAL SMOOTHING ON DEMANDS FORECASTING AND DEMPSTER SHAFER FOR RECOMMENDATIONS THE PRICE OF GOODS

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ABSTRACT

Management is a process that consists of planning, organization, direction and supervision by utilizing available resources effectively and efficiently to achieve goals. Inventory management is done to minimize the risks that will occur when conducting marketing activities. Forecasting is one method in inventory management activities. Forecasting can help in business processes by utilizing past data and information, which is then processed to provide a prediction of future inventory needs. The forecasting process with the right method can produce a higher level of predictive accuracy. One of the trading companies, Toko Nur, still applies the forecasting and pricing process manually. This problem can be solved by forecasting with the Single Exponential Smoothing method supported by Dampster-Shafer.

Key Words : *Management, Forecasting, Single Exponential Smoothing, Dampster-Shafer*