Read through the Case Study entitled "Highline Financial Services, Ltd." in Chapter 3 of your textbook. Examine the historical trends this company has experienced for the three products (A, B, C) discussed over the two years shown.

Address the following requirements:

- Prepare demand forecasts for the next four quarters for all three products, describe the forecasting method you chose and explain why that forecasting method is best suited to the scenario.

- Explain why you did, or did not, choose the same forecasting method for each product.

- What are the benefits of using a formalized approach to forecasting these products?

Directions:

- Discuss the concepts, principles, and theories from your textbook. Cite your textbooks and cite any other sources if appropriate.

- Your initial post should address all components of the question with a 500 word limit.

Textbook:
Stevenson, W. (2021). Operations management (14th ed.). New York, NY: McGraw-Hill Irwin. Print ISBN: 9781260238891;