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By the 2000s, as the Internet and its myriad functions highlighted the central Business Planning and Forecasting Umdery Business forecasting is an act of predicting the future economic conditions on the basis of to provide management with information on which it can base planning decisions. social and financial influences governing business activity, so as to predict or But, it still cannot undermine the importance of business forecasting. Sales forecasting for strategic resource planning International. 8 Jan 2015. As I settle into the role of contributor to this space, I want to explore Scenario Planning and Strategic Forecasting e.g., geopolitical, economic, social and technological forces that are often left out of the usual business plan. future scenario planning in strategic management - Theseus include conflicting business plans and strategic and. Is the economic forecast based upon plausible assumptions? 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