

**TABLE 13.1:** Demand-Forecast Time Horizons of Business Activities

	OPERATIONAL	TACTICAL	STRATEGIC
Forecast Time Horizon	Short-term: Typically less than 3 months but can be as long as 1 year	Medium-term: Can range between 3 months and 3 years	Long-term: Greater than 3 years
Examples of Forecasted Activities	Production scheduling, worker assignments	Sales and production planning, budgeting	New product development, facilities planning