

ABSTRACT

The purpose of this research is to help MSMEs know the future production picture in order to obtain optimal profits by using forecasting methods. Taichankite is a micro business engaged in food and beverage. Every company needs forecasting activities. This activity is useful to predict the state of production in the future. Taichankite micro business often occurs where the amount of demand and production is not balanced which can experience losses in the micro business. Therefore, this research discusses sales forecasting for Taichankite microbusinesses that have sales data from the period August 2023 to December 2023.

The focus of this research is to find sales and income projections for Taichankite micro businesses that have sales data from August 2023 - December 2023 using the least square method approach. This research was conducted quantitatively and is a type of descriptive research with hypothesis testing using the F test. The results of the discussion of the Taichankite microbusiness studied show that the Taichankite sales prediction model is quite feasible and can be used to project income and sales.

From the results of this study, companies can minimize production costs for raw material inventory in order to reduce excessive cost expenditures and get maximum profit. And it is hoped that further research will try to use other forecasting methods and use actual data from the company.

Keywords: *Sales forecasting, micro business, MSME, production plan, least square method.*