

**DETERMINING BUSINESS STRATEGY FOR VITAMINS PRODUCTION
IN COVID-19 PANDEMIC BY USING DEMAND FORECAST
FULFILLMENT AND AGGREGATE PLANNING**

Abstract

PT MCN launched their vitamins in 2021 due to Covid-19 Pandemic as vitamins were one of the essential supplements to boost immune system. However, after the enactment of PPKM regulation in June 2021, the market demand suddenly increased and caused the trouble in PT MCN's production capacity. The research was conducted by collecting primary and secondary data required for analysis. The analysis utilizes time-series forecasting which are Moving Average and Exponential Smoothing method to determine manpower scheduling. Aggregate Planning Strategy including Chase, Level, and Mixed Strategy were also included in this analysis to determine the business strategy. The analysis shown that the best method is to use Moving Average forecasting method and choose Chase Strategy as PT MCN's business strategy to produce vitamins.

Keywords: Business Strategy; Forecasting; Aggregate Planning Strategy; Manpower Scheduling