

# **EVALUATING THE BUSINESS IMPACT OF FORECAST ACCURACY A CASE STUDY OF FUTURMASTER IN THE FMCG SECTOR**

Thesis

As a partial fulfilment to achieve a MBA Degree

Study Program in Master of Management



Submitted by

**Tristyana Putri Andhiny**

23/525767/PEK/29633

To

**FACULTY OF ECONOMICS AND BUSINESS**

**UNIVERSITAS GADJAH MADA**

**2025**

## AUTHORIZATION

### **EVALUATING THE BUSINESS IMPACT OF FORECAST ACCURACY A CASE STUDY OF FUTURMASTER IN THE FMCG SECTOR**

Submitted by

**Tristyana Putri Andhiny**

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has been defended before the Board of Examiners  
on December 12<sup>th</sup>, 2025  
and has been declared to fulfil all requirements

**Jakarta, December 12<sup>th</sup>, 2025**

Advisor



Prof. Eduardus Tandelilin, Ph.D.

Master in Management  
Faculty of Economics and Business  
Universitas Gadjah Mada

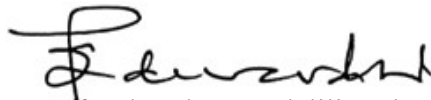
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Prof. Eduardus Tandelilin, Ph.D.

The Thesis has been accepted

As partial fulfillment to achieve a Master of Business Administration degree

**Jakarta, December 12<sup>th</sup>, 2025**

Director of Master of Business Administration Program



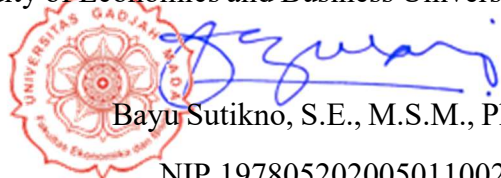
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Acknowledge

Vice Dean for Academic & Student Affairs

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