

MBA
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UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

FORECASTING AND DECISION-MAKING :
From Demand Forecast To Strategic Planning

A Case Study of Macau's Telecommunications Industry

THESIS PRESENTED TO THE
FACULTY OF BUSINESS ADMINISTRATION,
UNIVERSITY OF MACAU,
FOR THE GRANTING OF THE MBA DEGREE
IN STRATEGIC MANAGEMENT

LOU SAM CHEONG, SAMIO
1998

<i>Foreword</i>	<i>i</i>
<i>Acknowledgment</i>	<i>ii</i>
<i>List of Illustrations</i>	<i>iii</i>
<i>List of Tables</i>	<i>iv</i>
<i>Abbreviations</i>	<i>v</i>

Chapter One - Introduction 1

Chapter Two - Review of Forecasting Literature 6

2.1. Approaches to Forecasting	6
2.2. The Selection Criteria	9
2.3. Business Application of Forecasting, Three Case Studies.....	14
2.4. Some Critiques/Issues About Forecasting	22
2.4.1. Forecasting - a dilemma or misconception ?	22
2.4.2. Forecasting and decision-making, the missing link.	24
2.4.3. Forecast accuracy, how good should it be ?	25

Chapter Three - Telecommunication Development of Macau 28

3.1. Development of Macau's Telecom Infrastructure	28
3.1.1. The fixed-line network	30
3.1.2. International telecommunication network	31
3.1.3. Value-added services	32
3.1.4. The role of telecom in Macau's economic development	34
3.2. Telecommunications in the Asia Pacific Region	36
3.2.1. Basic Telecommunication Infrastructure	37
3.2.2. The Surging Global Telecommunication Links of Asia	41
3.2.2.1. Foreign Investment in Asia	42
3.2.2.2. Asia : A Rising International Trade Partner	44
3.2.3. Economic Integration and Rising Regional Communications of Asia	46
3.2.4. The International Telecommunication Links of Macau :	
A Contrast to Regional Behavior	49
3.2.4.1. Emigrants from China	52
3.2.4.2. The Rising Affluence in Southern China	53
3.2.4.3. Favorable IDD Prices	54

Chapter Four - Forecasting and Operational Decision Making

A Case Study of Macau's Telecommunications Industry 57

4.1. A Trend-extrapolation Model For Short-term Traffic Forecast	59
4.1.1. Data analysis and the forecasting requirement	59
4.1.2. Forecast formulation and evaluation	61
4.1.3. The balance of forecasting effort : efficiency and accuracy	63
4.1.4. The Forecasting Lesson	67
4.2. A Performance Monitoring System by Decomposition	69
4.2.1. The importance and property of a DMS	70
4.2.2. Integrating trend/cycle analysis with short-term forecasting	73

4.2.3. The Forecasting Lesson.....	81
4.3. A Composite Forecast for Short-term Telephone Line Demand.....	85
4.3.1. Data analysis and the estimation procedures	86
4.3.2. A causal model linking telephone demand and the construction cycle	88
4.3.3. Deriving a composite forecast	94
4.3.4. The Forecasting Lesson.....	96
4.4. An Explanatory Model for Capacity Planning	99
4.4.1. Defining the forecasting goal	100
4.4.2. Analysis of data and the major drivers to telephone traffic	102
4.4.3. The estimation procedures	104
4.4.4. Models evaluation and simulation	109
4.4.5. The Forecasting Lesson	115
Chapter Five - Forecasting and Strategic Planning	117
5.1. Discontinuity and Forecast Horizon.....	119
5.2. Strategic Forecasting vs Operational Forecasting	120
5.3. The Essentials of Strategic Forecasting	122
5.3.1. Forecast Methodology	122
5.3.2. Conditional Forecasting	123
5.3.3. The Forecasting Input	124
5.4. Scenarios - A Strategic Forecasting Tool	126
5.4.1. Uncertainty assessment in scenario planning	126
5.4.2. The ten steps to building scenarios	128
Chapter Six - Predicting The Future Development of Macau's Telecom Market And The Winning Strategy : A Scenario	131
6.1. Liberalization - A Global Trend in Telecommunications	134
6.1.1. The impact of liberalization	136
6.1.1.1. The impact on price	138
6.1.1.2. Improved services and product	140
6.1.1.3. Increase investment	141
6.1.1.4. Other consequences	142
6.1.2. The Crucial Role of the Regulator	144
6.1.2.1. Interconnection or Intervention	146
6.1.2.2. Accounting Separation	147
6.1.2.3. A Regulator's Job Revamped	150
6.2. Technology Innovation	151
6.2.1. The Internet, a global multi-media network in the making	152
6.2.2. Mobile communications	155
6.2.2.1. Penetrating into the Low-end Market	157
6.2.2.2. The Formation of a Global Mobile Personal Communications System	158

6.3. Competitive Strategies by Major Telecom Players 160

6.3.1. Globalization 160

6.3.2. Differentiation..... 162

6.4. Cost Leadership and Differentiation : what are the solutions for Macau ? ...165

6.4.1. A dual strategy - one to compete, the other cooperate 168

6.4.2. Where does Macau stand ?..... 171

6.4.3. Where should Macau go ? 173

Chapter Seven - Conclusion **178**

End notes and Reference E.1-E.7