

**THE ANALYSIS OF SALES VOLUME FORECASTING AND
MARKETING STRATEGY OF INSTANT TEA PRODUCTS
IN FOOD PROCESSING CENTER OF TARLAC
AGRICULTURAL UNIVERSITY AT
MALACAMPA, CAMILING,
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ABSTRACT

This research was conducted at Food Processing Center of Tarlac Agricultural University at Philippines. This research aimed to 1) analyze forecasting of Nutri Tea products' sales volume for the next 12 months, 2) analyze forecasting of Turmeric Instant Tea products' sales volume for the next 12 months, 3) analyze internal and external factors related to the marketing of Instant Tea products, and 4) formulate and determining appropriate marketing strategies to be applied by the Food Processing Center at Tarlac Agricultural University, Philippines in marketing and increasing the sales volume of Instant Tea products. The basic method used for this research was descriptive. The method of conducting this research was case study. The survey method was purposive sampling with three respondents. Type of data used in this research was primary and secondary data. Methods of data collection were observation, interview, library study, and documentation. The data analysis techniques use trend, IFE matrix, EFE matrix, IE matrix, SWOT, and QSPM. The result of this research showed that 1) the sales volume forecasting of Nutri Tea products tends to decrease, 2) the sales volume forecasting of Turmeric Instant Tea products tends to decrease, 3) the Food Processing Center of Tarlac Agricultural University, Philippines indicated has main strength in quality product, main weakness in distribution area, main opportunity in customer loyalty, and main threat in inflation, and 4) the marketing strategies than can be applied in Food Processing Center of Tarlac Agricultural University, Philippines were market penetration and product development.

Keywords: Forecasting, Sales Volume, Marketing Strategy, Tarlac Agricultural University