

“Forecasting Future Trends”

By: Jack Muellerleile

“Forecasting Future Trends” is an important part of forward planning if you have a business that operates in a competitive environment.

Trends occur because the masses tend to follow the leads demonstrated by the few. Depending upon where your business is focused, your attention to trends can run the gamut from ‘somewhat important’ to ‘critical to success’.

Examples:

1. Somewhat Important – For businesses that ‘knock off’ proven products or deal in volume marketing at low-ball prices.
2. Very Important – For most businesses that face competitive pressures.
3. Critical to Success – For businesses which operate in the trendy, ever-changing fringe of all product categories.

This is a VERY BIG SUBJECT which requires a great deal more space than the short overviews you are getting here. Perhaps the best thing to do here is route you to another spot where the subject has been given its due.

Please review the material found at:

- The top of Jack Muellerleile’s web page at <http://www.4vqp.com/pages/5/index.htm> ; and
- This link on [SCENARIO PLANNING...the ability to see possible futures in uncertain times.](#)

Even if your business is immune to competitive forces, it is wise to pay attention to the ‘edgy’ changes taking place among your clientele to be certain that your product or service remains something they perceive as having value. Otherwise, you may find yourself or your product among the outdated or unwanted choices being made by the customer.