

## Investigating the Demand of Short-Shelf Life Food Products for SME Wholesalers

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**Abstract :** Accurate prediction of fresh produce demand is one the challenges faced by Small Medium Enterprise (SME) wholesalers. Current research in this area focused on limited number of factors specific to a single product or a business type. This paper gives an overview of the current literature on the variability factors used to predict demand and the existing forecasting techniques of short shelf life products. It then extends it by adding new factors and investigating if there is a time lag and possibility of noise in the orders. It also identifies the most important factors using correlation and Principal Component Analysis (PCA).

**Keywords :** demand forecasting, deteriorating products, food wholesalers, principal component analysis, variability factors

**Conference Title :** ICFPT 2015 : International Conference on Food Processing and Technology

**Conference Location :** London, United Kingdom

**Conference Dates :** June 28-29, 2015