



Five Examples of Forecasting a New Product

By Tim Berry

"How do I forecast a new product, with no real data to call on?" you ask. I've dealt with this a lot through the years. It began several decades ago when I had the job of forecasting new products for high-tech companies that were clients of the consulting firm I was with. It continued as I did business plan consulting for more than a decade, back in the 1980s and 1990s. Now I get it as a question from my readers and it's my favorite question. To this day, my answer hasn't changed.

First, it comes with the territory. Don't think you're not qualified because you can't do econometric models or data smoothing, or you don't have the MBA degree or CPA certification. You are. You know your business better than anybody else. Data analysis is all based on massaging past data, and you're looking forward into the future. You can do it.

Second, the real goal of forecasting a new product is about understanding what drives sales. Here are some specific examples:

- 1. Focus on capacity.** For example, you're starting a restaurant and you want to say you have no idea what you can realistically sell. So draw a map of chairs and tables, figure out how many breakfasts, lunches, and dinners you can serve in your opening hours, then go from there to coffees and drinks based on the meals. Use realistic averages. Guess how many settings for each meal as an average, then multiply the hours and days to get months. Guess units and prices based on a reasonable sense of ramp-up.
- 2. Focus on traffic.** Probably web traffic, but maybe auto, foot, or walk-in traffic. For example, a subscription-based web business ought to be able to project website views based on its organic search placement, pay-per-click advertising, email marketing, and related promotions. Make a projection of traffic by adding up your sources, then estimate conversion rates, and that gives you unit sales.
- 3. Focus on contagion.** Think of your product as a disease, in which one customer infects friends, family, and the world of word of mouth and amplified word of mouth through social media.



Estimate a starting number of buyers and then how many new buyers each existing buyer will recommend (infect) each month. If each buyer infects five or ten others, you're happy. If each buyer infects nobody in a month, keep your day job.

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Sub-Bid Requests

Railroad Construction Company, Inc.
Contractors • Engineers
 Est. 1920

NYCTA Component Repairs on the Jamaica Line (BMT)

Railroad Construction Company, Inc. is preparing a bid proposal for the NYCTA Component Repairs at Four Stations project. The project includes repairs at the 121st Street, 111th Street, 104th Street and Myrtle Avenue stations on the BMT Jamaica Line in Brooklyn and Queens. Quotes from MWBE and non-MWBE vendors, suppliers and subcontractors are being sought.

Bid Date: November 13, 2015
MWBE Participation Goal: 30%

Railroad Construction Company, Inc. is seeking vendors, suppliers and subcontractors in the following categories:

• Concrete & Concrete Reinforcement	• Mechanical
• Concrete Topping Slabs	• Polyethylene Platform Edge Strip
• Demolition	• Post-Installed Concrete Anchors
• Division 10 Specialties	• Precast Concrete Solid Slabs
• Electrical	• Signal Work
• Fiberglass Sandboxes	• Standing-Seam Roof for Elevated Station Canopy
• Finishes	• Structural Steel / Misc. Metals / Metal Assemblies
• Fire Stopping	• Windscreen Panels and Wire Mesh Panels
• Grout	
• Hazardous Material Removals	
• Hollow Metal Doors and Hardware	
• Liquid Membrane, Sealants and Caulking	

For more information please contact
 Dale Errico at dalee@rcmail.net or
 Catherine Best at catherineb@rcmail.net

SKANSKA
 SKANSKA USA CIVIL
IS SOLICITING COST PROPOSALS FROM NEW YORK STATE CERTIFIED M/WBE SUBCONTRACTORS/VENDORS

Component Repairs at Four Stations on the Jamaica Line "B" Division (BMT) Project
 MTA New York City Transit Contract No: A-36865
 Bid Date: November 13, 2015

Description of project:
 The work to be performed under this contract consists of station component repairs at four stations on the (BMT) J/Z Jamaica Line at the 121st Street, 111th Street, 104th Street, and Myrtle Avenue stations, in the boroughs of Brooklyn and Queens. The work consists of the replacement of platform rubbing board edges and platforms with precast panels, tactile tile installation, repair of spalled concrete, repair and replacement of structural steel, stair repairs and replacement, windscreens, minor communications work, caulking, painting, temporary support of electrical and signal cables, and other incidental work.

Subcontracting opportunities include, but are not limited to:
 Structural Steel Work, Hazardous Materials Abatement, Platform Edge Rubbing Board, Precast Concrete Work, Signs, Detectable Warning Tile, Miscellaneous Metals Work, Roofing, Ceilings, Electrical Work, Waterproofing, Gypsum Board Assemblies, Concrete Repairs, Doors and Windows, Pre-Engineered Structures, Painting, CPM Scheduling, Bird Deterrent Systems, Caulking, Janitorial Services / Cleaning, Architectural Windscreens, Demolition, Mechanical Work, Photography, HVAC Work, Haul and Dispose Soils, Concrete and Asphalt, Plumbing Work, Reinforcement Steel.

If you are interested in bidding on this project, please contact Skanska's Outreach Coordinator: Julia.Maxwell@skanska.com

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J. F. WHITE CONTRACTING CO.

INVITATIONS TO BID

All subcontractors and other firms, including those who are certified as a DBE, MBE, WBE, or SBE, are encouraged to respond to these invitations.

MNRR Bridge over Atlantic Street—Phase 1, I-95 NB Exit 8 Ramp Bridge
 CTDOT 0135-0326, Location: Stamford, Connecticut
 Subcontractor Quotations Due: 11/2/15
 Contact: Bernie Doherty bdoherty@jfwwhite.com

Winthrop Terminal VFD and Synch Motor Replacement
 MWRA 6875, Location: Deer Island Treatment Plant
 Subcontractor Quotations Due: 11/3/15
 Contact: Bob Breen bbreen@jfwwhite.com

Installation of ATMS (Including Cameras and VMS) along Interstate 290
 MassDOT 607484, Location: Auburn to Northborough
 Subcontractor Quotations Due: 11/9/15
 Contact: Bob Breen bbreen@jfwwhite.com

Repair/Rehab of Beverly Draw Bridge Over Danvers River
 MBTA H62CN02, Location: Beverly/Salem, Massachusetts
 Subcontractor Quotations Due: 11/16/15
 Contact: Richard Schaeztl rschaeztl@jfwwhite.com

Rehab Bridge Route 68 over Route 8, Metro North and Naugatuck River
 CTDOT 0087-0142, Location: Naugatuck, Connecticut
 Subcontractor Quotations Due: 11/16/15
 Contact: Rob Nies rnies@jfwwhite.com

WORK INVOLVED: Steel Erection, Miscellaneous Metals, Paving, Bridge Painting, Electrical, Traffic Control, Utility Relocations, Site Work, Waterproofing, Concrete, Resteel, Bridge Joints, Line Striping, Environmental, Precast Concrete, Landscaping/Erosion Control, Fence and Guardrail, Rail Materials, Bridge Demolition, Drilled Shafts, Micro-Piles, Cofferdams, Dredging. Others are in development.

J. F. White Contracting Co.
 (Is an EEO/AA Employer)
 http://www.jfwwhite.com
 10 Burr Street, Framingham, MA 01701
 Tel: 508-879-4700 • Fax: 617-558-0460

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 www.deccapaving.com

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Scrub Clean Maintenance
 Bronx, New York
 www.scrubcleanmaintenance.com

Jess Security & Investigaton
 Bronx, New York
 www.jesssecurityservices.net

Silverite Construction Company
 Hicksville, New York
 www.silverite.com

Sessler Wrecking Inc.
 Waterloo, New York
 www.sesslerwrecking.com

Diamond Security Service
 Babylon, New York
 www.diamondsecurityservices.com

NJ&C Associates
 Carmel, New York
 www.njcassociates.com

Skanska Koch
 Carteret, New Jersey
 www.usa.skanska.com

Lammy & Giorgio, PA
 Haddon Township, New Jersey
 www.lgarch.com

GCCOM Construction Company
 College Point, New York
 www.gccom.us

Railroad Construction Company
 Paterson, New Jersey
 www.railroadconstruction.com

Admiral Staffing
 New York
 www.admiralstaffinginc.com

SKANSKA
 SKANSKA KOCH INC.
IS SOLICITING BIDS FROM M/WBE SUBCONTRACTORS AND SUPPLIERS CERTIFIED WITH THE PORT AUTHORITY OF NEW YORK AND NEW JERSEY

Facility Wide Priority Rehabilitation
 PANYNJ Contract No: GWB-564
 Bid Date: November 2, 2015

Subcontracting opportunities include but are not limited to asbestos removal, concrete, engineering, hazardous materials haul and dispose, miscellaneous metals, scaffolding, structural steel fabrication, painting, and welding. Please see contract documents for further opportunities.

Interested firms please contact John Papagiannakis at Skanska Koch Inc., john.papagiannakis@skanska.com

SKANSKA
 SKANSKA KOCH INC.
IS SOLICITING BIDS FROM DBE SUBCONTRACTORS AND SUPPLIERS CERTIFIED WITH NEW YORK STATE

Bridge Repairs on the Gowanus Expressway (I-278)
 New York State DOT Contract No: D262994
 Bid Date: November 19, 2015

Subcontracting opportunities include but are not limited to Hazmat: Written Program, Lead Containment, Disposal and Handling, Sawcutting/Concrete Demo, Concrete Placement, Safety Netting and Shields, Painting, Blast and Paint, Steel Fabrication and Repairs; Inspection: Magnetic Particles and Ultrasonic, Drainage, Engineering, Rodent Control, MPT, Rodent Control, and Vibration Monitoring. Please see contract documents for further opportunities.

Interested firms please contact John Papagiannakis at Skanska Koch Inc., john.papagiannakis@skanska.com

Kiewit - Weeks - Massman
KWM
 Goethals Bridge Replacement

Goethals Bridge Replacement Project
 Port Authority of New York and New Jersey
CONSTRUCTION DBE OPPORTUNITIES

The Goethals Bridge Replacement Project is a design-build project for the Port Authority of New York & New Jersey (the Authority). The project will replace the existing Goethals Bridge which spans the Arthur Kill River on I-278 connecting Elizabeth, New Jersey, and Staten Island, New York. The existing bridge, built in the 1920s, will be replaced with a dual span and the original bridge demolished. It is anticipated that the bridge will carry approximately 14 million vehicles eastbound annually.

Kiewit-Weeks-Massman, AJV (KWM) has been selected by the Authority to design and build the new Goethals Bridge. KWM is committed to providing a world class project for the people of New York and New Jersey. As part of their mission, KWM is also committed to providing meaningful employment opportunities for hundreds of construction individuals in the region, with particular outreach to the DBE community, and desires to meet or exceed federal requirements for diversity on this important construction project. If your DBE firm would like to apply to participate in this project, please use our website as a resource, www.goethals-kwm.com.

KWM VENDOR SOLICITATION LOG

All companies that fill out a Contractors Questionnaire will be added to our Vendor Solicitation Log which KWM uses for upcoming subcontract opportunities. If you would like to fill out a Contractors Questionnaire, please go to our website and visit the "Partnering" tab.

PARTNERING OPPORTUNITIES

- Anti-Climb Fence on New Bridge
- Barriers and Deck Approach
- Shared Use Path
- Haz Mat Trucking
- Furnish and Install Precast Walls and Roof
- Street Sweeping
- Miscellaneous Metals Suppliers
- Lumber/Crane Mat Suppliers
- Concrete, Curb, and Gutter Flatwork

Check our website for partnering opportunities!

MWBE BONDING, LINES OF CREDIT, AND INSURANCE ASSISTANCE

For assistance in obtaining bonds, lines of credit, and/or insurance for this project, please visit our website or contact Anne at KWMdivcontracting@kwmjv.com for more information.

Project Office: 137 Bayway Avenue • Elizabeth, NJ 07202 • KWMdivcontracting@kwmjv.com
 Kiewit-Weeks-Massman, AJV is an Equal Opportunity Employer

TAPPAN ZEE CONSTRUCTORS, LLC
An Equal Opportunity Employer / Contractor

Is seeking DBE firms for Subcontract Opportunities on the
NEW NY BRIDGE PROJECT
 OWNER: NEW YORK STATE THRUWAY AUTHORITY
 Located in Westchester & Rockland Counties, New York

TZC Vendor Database
 All registered vendors will be added to the TZC Vendor Database, which TZC uses to seek DBE firms for every Subcontract Opportunity.

Technical Review Meetings
 Will be held by TZC with DBE firms as needed on key scopes of work where TZC will be seeking pricing from the subcontractor community. Technical Review Meetings are designed to help DBEs prepare for upcoming contract opportunities by providing summary level information on scope requirements and to address any questions. All DBEs are encouraged to register with TZC at www.TappanZeeConstructors.com to receive information on how to participate in future Technical Review Meetings.

Bonding, Lines of Credit, Insurance Support Services
 TZC is willing to assist all DBE subcontractors and suppliers in obtaining access to bonds, lines of credit, and insurance. Please email your request for assistance to DBETeam@TZC-LLC.com.

Subcontract opportunities are primarily available for construction firms, however several support service opportunities also exist.

All interested firms, including DBEs, must register with TZC through the following website to be considered:

www.TappanZeeConstructors.com

Main Project Office: **555 White Plains Road, Suite 400 • Tarrytown, NY 10591**

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