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INTRODUCTION
REVIEW OF LITERATURE
NEED/IMPORTANCE OF THE STUDY
STATEMENT OF THE PROBLEM
OBJECTIVES
HYPOTHESIS (ES)
RESEARCH METHODOLOGY
RESULTS & DISCUSSION
FINDINGS
RECOMMENDATIONS/SUGGESTIONS
CONCLUSIONS
LIMITATIONS
SCOPE FOR FURTHER RESEARCH
REFERENCES
APPENDIX/ANNEXURE

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- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

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WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 http://epw.in/user/viewabstract.jsp

FORECAST SALES OF SEMICONDUCTOR INDUSTRY IN TAIWAN

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ABSTRACT

In the recent years, semiconductor industry has developed well, representing Taiwan the prosperity of the electronics industry. Semiconductor industry have IC design, IC manufacturing and IC packaging and testing. In order to maintain the world accounting rate Taiwan's IC packaging and testing industry the world's first, accurate prediction of product sales, is not only reducing costs, but also is better able to control the budget, trace market trends. Main purpose of this study is established the sales forecasting model, understanding the sales status of the Semiconductor Industry in Taiwan. The research range is the sales volume of Taiwan's Semiconductor Industry starting from 1999 year until year 2014, using Exponential Smoothing and ARIMA model is used to forecast and also analyze the data. In the end we will use Alpha Significance in order to measure the accuracy of model, moreover, finding more fit models. The research results show that Exponential Smoothing Holt's model is better than ARIMA in ASSY plant sales and ARIMA (0, 1, 0) is better than Exponential Smoothing in TEST plant sales.

KEYWORDS

ARIMA, Exponential Smoothing, Forecast Sales, Semiconductor Industry**.**

INTRODUCTION

In the recent years, IC assembly industry has developed well; it has played a leading role in the whole supply chain of semiconductor industry. The output value was ranked number one in the world according to Department of Statistics Ministry of Economic Affairs. The past literature shows that Semiconductor industry represents a country and the prosperity of the electronics industry. The semiconductor industry is divided into wafer design, wafer fabrication, packaging, testing and so on, their study was to explore the field of the semiconductor industry, science and technology research program on personnel training. Supply and demand is balanced development and use exponential smoothing method, which is the easiest and the most logical approach to the temporality of the information, and the prediction is true (Lee et al. 2010). Also Chiu et al. (2014) explored the performance evaluation perspective, the impact of the financial storm on each individual sector of the semiconductor industry, as IC design, IC manufacturing and IC packaging and testing and Fang et al. (2014) explore Taiwan's IC packaging and testing industry, how a high degree of global competition pressure, operating performance, industry management and planning capacity can direct, to maintain the world accounting rate the world's first.

Organizational profits will reduce because of the increase for difference between standard cost and actual cost when judged wrong with regard to standard output and actual output (Hsieh et al. 2013). Thus sales forecast is an important phenomenon. According to Huang et al. (2013) prediction accuracy is the most important because the accurate prediction of product sales not only reduce costs, but also better controls the budget, trace market trends. As above mentioned points helped us in sparking the idea of this study. The purpose of this study is establishing the sales forecasting model, understanding the sales status of the Semiconductor Industry in Taiwan, to help reduce costs, control the budget, trace market trends.

OBJECTIVES

The following are the objectives set for the present study:

1. To established the sales forecasting model in ASSY
2. To established the sales forecasting model in TEST

REVIEW OF LITERATURE

We sort out the methods to be used from IBM SPSS Statistics and otexts Forecasting: principles and practice. Time series forecasting is often useful to specify exactly what information we have used in calculating the forecast. y^t|t−1 to mean the forecast of yt taking account of all previous observations. Similarly, y^T+h|T means the forecast of yT+h taking account of y1,…,yT.

EXPONENTIAL SMOOTHING MODELS

Exponential smoothing models (Gardner, 1985) is divided into two kinds seasonal or non-seasonal. If data is of cyclical component, it can be to use as seasonal models. We use 3 kinds of models as follows:

1. Simple Exponential smoothing model

This model is suitable no trends or no cyclical. Level is it's only smoothing parameter. Simple exponential smoothing and ARIMA models is similar to it: self-return order of the autoregressive part 0, degree of first differencing involved 1, order of the moving average part 1.

2. Holt's Exponential smoothing model

This mode is suitable for a linear trend and no cyclical. Its smoothing parameters are level and trend, and are not limited by the value of each other. Holt's model is more common than the Brown's model, but huge data for computing time will be longer. Holt's exponential smoothing and ARIMA model is similar in that: order of the autoregressive part 0, degree of first differencing involved 2, and order of the moving average part 2.

3. Brown's Exponential smoothing model

This mode is suitable for a linear trend and no cyclical trend. Its smoothing parameters are level and trend and all are assumed to be equal. According to Brown's special observation mode from Holt's model. Brown's exponential smoothing and ARIMA model is similar in that perspective: order of the autoregressive part 0, degree of first differencing involved 2, and order of the moving average part 2, and Moving average second order coefficient is equal first order of half coefficient square.

ARIMA MODEL

ARIMA also known as Box-Jenkins (Jenkins, 1994). If it combines differencing with auto regression and a moving average model, we obtain a non-seasonal ARIMA model. Non-seasonal is special cases of the ARIMA model as shown in the following Table 1.

TABLE 1: NON-SEASONAL ARIMA MODEL

ARIMA(p,d,q)	p= order of the autoregressive part;d= degree of first differencing involved;q= order of the moving average part.
ARIMA(0,0,0)	White noise
ARIMA(0,1,0) with no constant	Random walk
ARIMA(0,1,0) with a constant	Random walk with drift
ARIMA(p,0,0)	Autoregression
ARIMA(0,0,q)	Moving average

RESEARCH METHODOLOGY

DATA SOURCE

This study in order to construction of the semiconductor industry sales forecast model, quote Department of Statistics, Ministry of Economic Affairs, Industrial Production Statistics of the announcement of 1999 to 2014, sales of semiconductor industry in Taiwan as shown in Table 2, as a model of the raw data.

TABLE 2: SALES OF SEMICONDUCTOR INDUSTRY

YEAR	ASSY plant (K)	TEST plant (K)	YEAR	ASSY plant (K)	TEST plant (K)
1999	11,852,496	5,998,734	2007	31,230,934	76,073,108
2000	15,318,612	9,720,382	2008	32,607,257	72,084,186
2001	9,800,247	12,298,427	2009	34,567,873	56,737,142
2002	12,626,752	24,607,512	2010	47,569,529	71,995,155
2003	16,555,335	31,517,355	2011	49,453,755	70,099,770
2004	20,584,032	41,826,636	2012	54,775,923	68,042,475
2005	22,371,952	54,468,346	2013	60,242,097	65,529,789
2006	26,718,263	64,560,354	2014	68,193,998	73,398,940

RAW DATA ANALYSIS

Before establishment of a model, we need to understand the nature of the data. From Figure (1) ASSY plant and Figure (2) TEST plant sequence diagram based on the data in Table 2 drawn a line chart of annual sales volume. The line shows upward trend, and no equidistant peak, indicating no periodic variation data.

FIGURE 1: ASSY PLANT LINE CHART

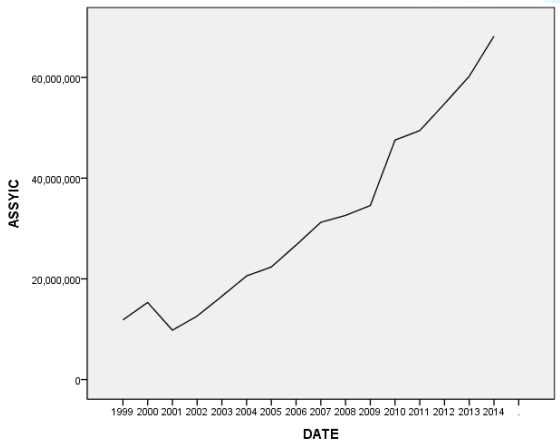
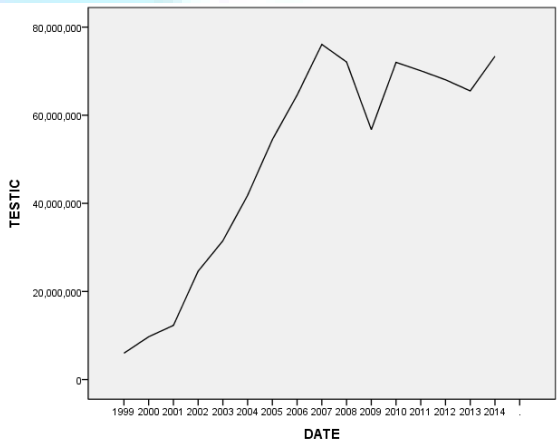


FIGURE 2: TEST PLANT LINE CHART



Related time series itself and partial self-correlation, can check whether the information is cyclical. Figure 3 and Figure 4, shows that self-correlation function displays the peak fall significantly at the end of a long index containing 1 - is a typical time series. However, this ASSY and TEST plant no significant peak, indicating that the data is not cyclical component. Check the partial self-correlation function can provide more reliable conclusions. . From Figure 5 and Figure 6, show that Partial self-correlation function of the gap is no significant peak, it could be sure that the data is not an annual periodic component.

FIGURE 3: ASSY PLANT ACF

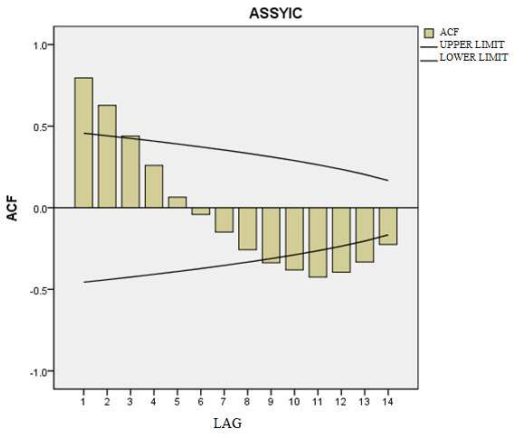


FIGURE 4: TEST PLANT ACF

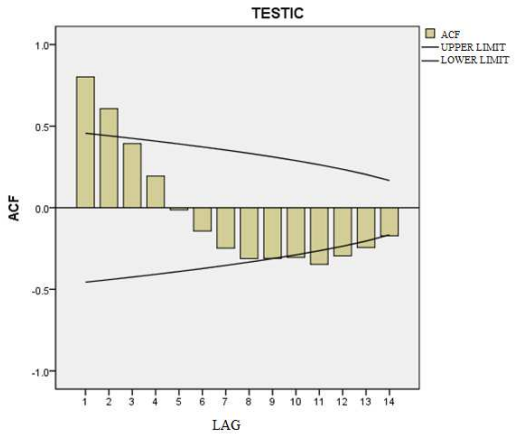


FIGURE 5: ASSY PLANT PACF

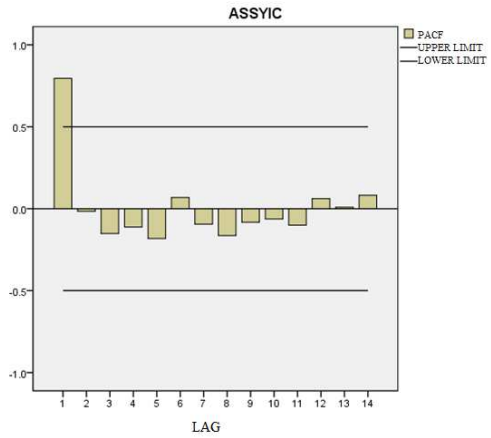
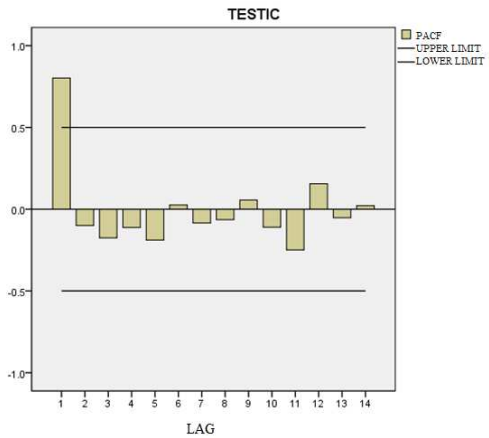


FIGURE 6: TEST PLANT PACF



METHODOLOGY

Based on raw data analysis result that ASSY plant and TEST plant data is not an annual periodic component. As we using Exponential Smoothing and ARIMA model to sales forecast, choose the 4 kinds to compare and analysis, that are Simple Exponential Smoothing, Holt's Exponential Smoothing, Brown's Exponential Smoothing and ARIMA (0, 1, 0).

EMPIRICAL RESULT

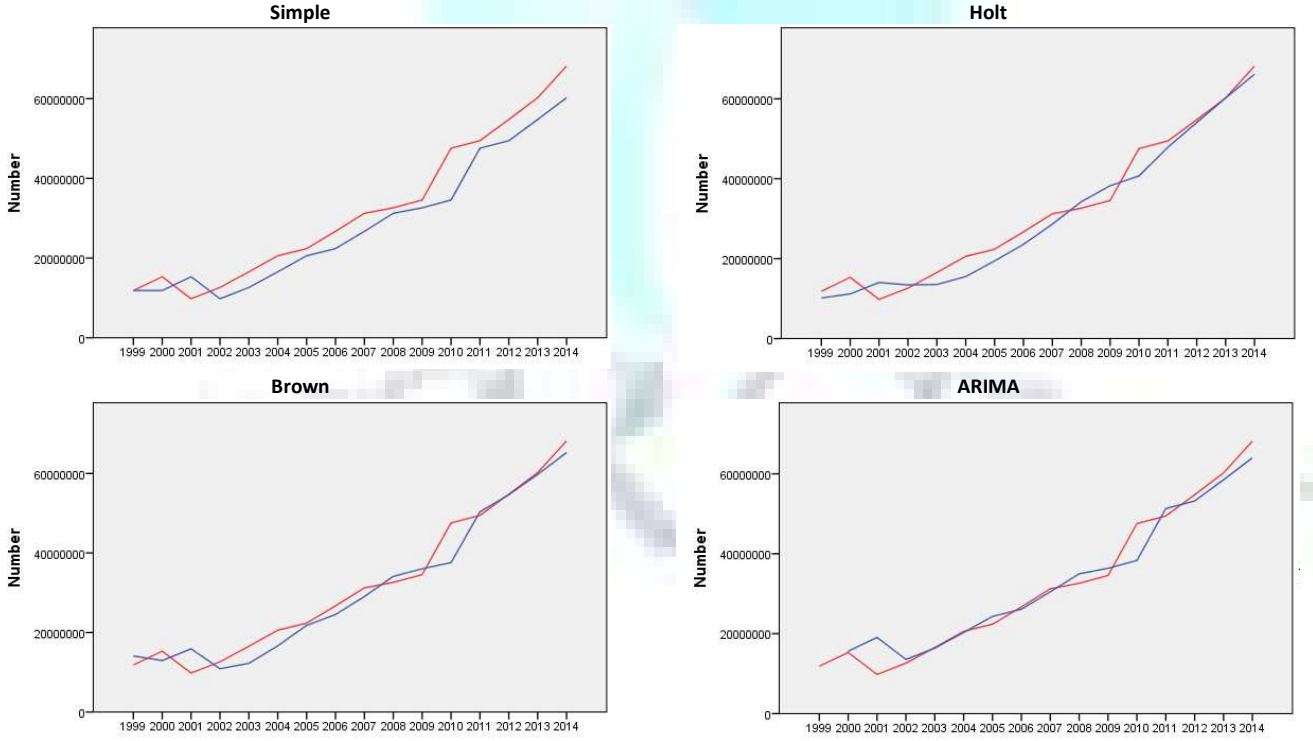
Sales forecasting model in ASSY plant

We see Table3, ASSY plant for Exponential Smoothing mode, and which to Holt's Alpha is 0.253 Significance, is the best sales forecasting model ASSY plant. From Figure 7 show that Observations and fit, we find the Holt's more close in 2014.

TABLE 3: ASSY PARAMETERS, INCLUDING SIGNIFICANT PREDICTOR

ASSY		Estimate	SE	T	Significance
Simple	Alpha (levels)	1.000	.275	3.632	.002
Holt	Alpha (levels)	.273	.230	1.191	.253
Brown	Alpha (levels)	.506	.107	4.715	.000
ARIMA (0, 1, 0)	Constant	3756100.133	1006448.840	3.732	.002
	Difference	1			

FIGURE 7: ASSY MODEL CHART



Note. red line is Observations, blue line is fit.

From Table 4 show that ASSY is actual value in ASSY plant, and 4 kinds of models (Simple Exponential Smoothing, Holt's Exponential Smoothing, Brown's Exponential Smoothing and ARIMA) predicted value. We find that Holt (66169646) > Brown (65268666) > ARIMA (63998197) > Simple (60241986), and Holt is more accurate to actual value (68193998).

TABLE 4: ASSY PREDICTED VALUE

YEAR	ASSY	Simple	Holt	Brown	ARIMA (0, 1, 0)
1999	11852496	11852567	10141245	14097945	
2000	15318612	11852496	11193942	12956801	15608596
2001	9800247	15318541	14034549	15906526	19074712
2002	12626752	9800359	13431374	10884468	13556347
2003	16555335	12626694	13546061	12246167	16382852
2004	20584032	16555255	15526622	16654857	20311435
2005	22371952	20583950	19450267	21783977	24340132
2006	26718263	22371916	23588828	24536551	26128052
2007	31230934	26718175	28639973	29054295	30474363
2008	32607257	31230842	34252385	34126527	34987034
2009	34567873	32607229	38256506	36013377	36363357
2010	47569529	34567833	40693114	37585242	38323973
2011	49453755	47569264	47899294	50363934	51325629
2012	54775923	49453717	54075194	54668316	53209855
2013	60242097	54775815	60209250	59770178	58532023
2014	68193998	60241986	66169646	65268666	63998197

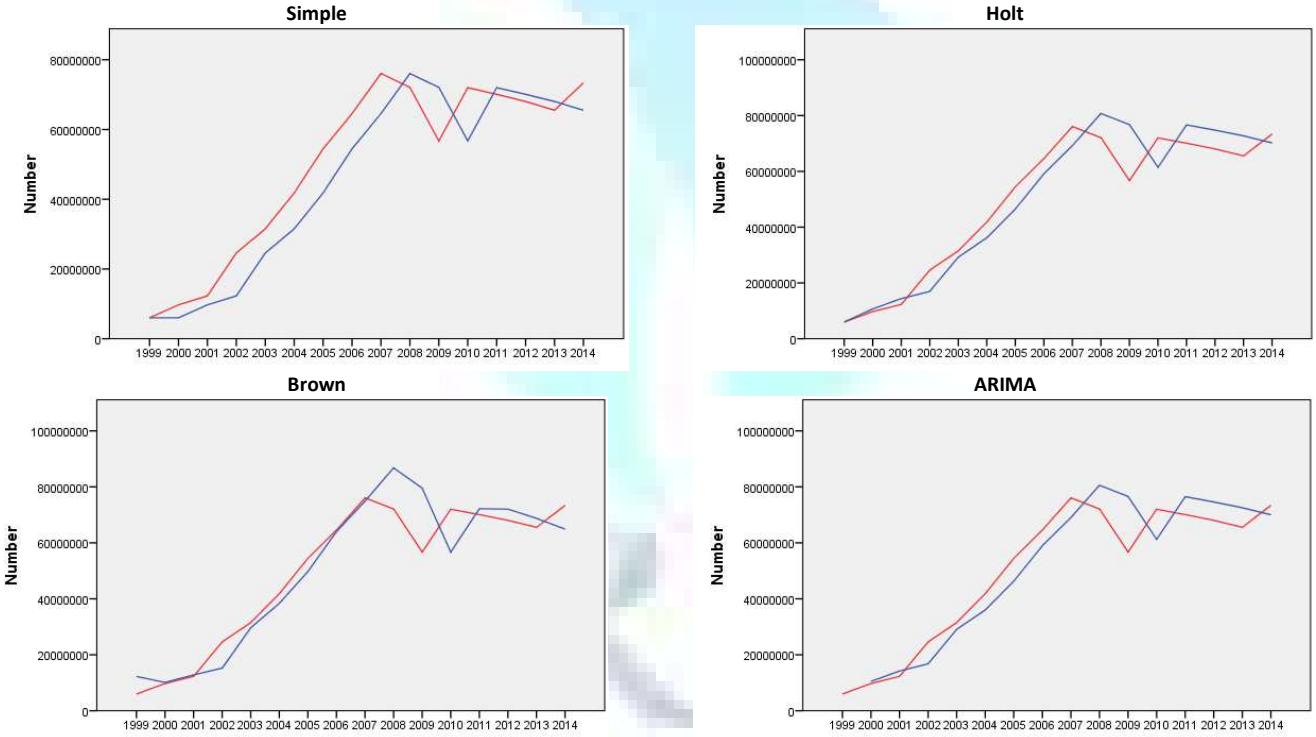
SALES FORECASTING MODEL IN ASSY PLANT

We see Table 5, TEST plant for ARIMA (0,1,0) mode, and in which constant is 0.056 Significant, it is the best sales forecasting model TEST plant. From Figure 8 show that Observations and fit, we find the ARIMA more close in 2014.

TABLE 5: TEST PARAMETERS, INCLUDING SIGNIFICANT PREDICTOR

TEST		Estimate	SE	T	Significance
Simple	Alpha (levels)	1.000	.263	3.800	.002
Holt	Alpha (levels)	.999	.292	3.418	.004
Brown	Alpha (levels)	.617	.113	5.445	.000
ARIMA (0, 1, 0)	Constant	4493347.067	2157724.885	2.082	.056
	Difference	1			

FIGURE 8: TEST MODEL CHART



Note. red line is Observations, blue line is fit.

From Table 6 show that TEST is actual value in TEST plant, and 4 kinds of models (Simple Exponential Smoothing, Holt's Exponential Smoothing, Brown's Exponential Smoothing and ARIMA) predicted value. We find that Holt (70213666) > ARIMA (70023136) > Simple (65529925) > Brown (64893099) and Holt is more accuracy to actual value (73398940).

TABLE 6: TEST PREDICTED VALUE

YEAR	TEST	Simple	Holt	Brown	ARIMA (0, 1, 0)
1999	5998734	5998935	5997992	12254132	
2000	9720382	5998734	10677138	10129502	10492081
2001	12298427	9720181	14399512	12838220	14213729
2002	24607512	12298288	16978408	15229862	16791774
2003	31517355	24606847	29280087	29656077	29100859
2004	41826636	31516982	36194139	38376707	36010702
2005	54468346	41826079	46500884	49766855	46319983
2006	64560354	54467663	59140916	64015465	58961693
2007	76073108	64559809	69234984	74924380	69053701
2008	72084186	76072486	80746751	86786056	80566455
2009	56737142	72084401	76769684	79522335	76577533
2010	71995155	56737971	61431114	56683477	61230489
2011	70099770	71994331	76665620	72186956	76488502
2012	68042475	70099872	74783385	72047613	74593117
2013	65529789	68042586	72726117	68746299	72535822
2014	73398940	65529925	70213666	64893099	70023136

CONCLUSION

This study uses the semiconductor industry sales data from 1999 to 2014, in order to construction of predictive models. The research results showed that Exponential Smoothing Holt's model is better than ARIMA in ASSY plant sales and ARIMA (0, 1, 0) is better than Exponential Smoothing in TEST plant sales. However, Observations and fit in the ASSY plant and TEST plant, was found Holt is more accuracy to actual value in 2014. This study is established the sales forecasting model, understanding the sales status of the Semiconductor Industry in Taiwan. We hope it's useful to help reduce costs, control the budget, and trace market trends for Semiconductor Industry.

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