

PAGASA's FEARFUL FORECAST FOR THE YULETIDE SEASON 2020

Friday, 02 October 2020

PAGASA's STC was fearful for the anticipated sales of the coming Yuletide Season in 2020. Interviewed by ABS CBN's TV Patrol via youtube & other media platforms on 2 October 2020, STC mentioned the predicament of supermarkets uncertain whether they may run out of goods to sell if they under-order to avoid inventory/carrying costs or whether they may be holding unnecessary inventory after the Season if they over-order goods anticipating the usual Christmas spike in sales. This is definitely a damned-if-you-do and damned-if-you-don't situation for food retailers as shoppers fear the spread of the epidemic as well as consumer pockets running dry from lack of regular income.