PAGASA's FEARFUL FORECAST FOR THE YULETIDE SEASON â€˜20

Friday, 02 October 2020

PAGASAâ€™s STC was fearful for the anticipated sales of the coming Yuletide Season in 2020.Â 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-donâ€™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.