

Sector

Technology

Level

5

Themes

Market strategy

Product Marketing

Cost management
and control

Modality

Competitive

Time

16 to 32 hours

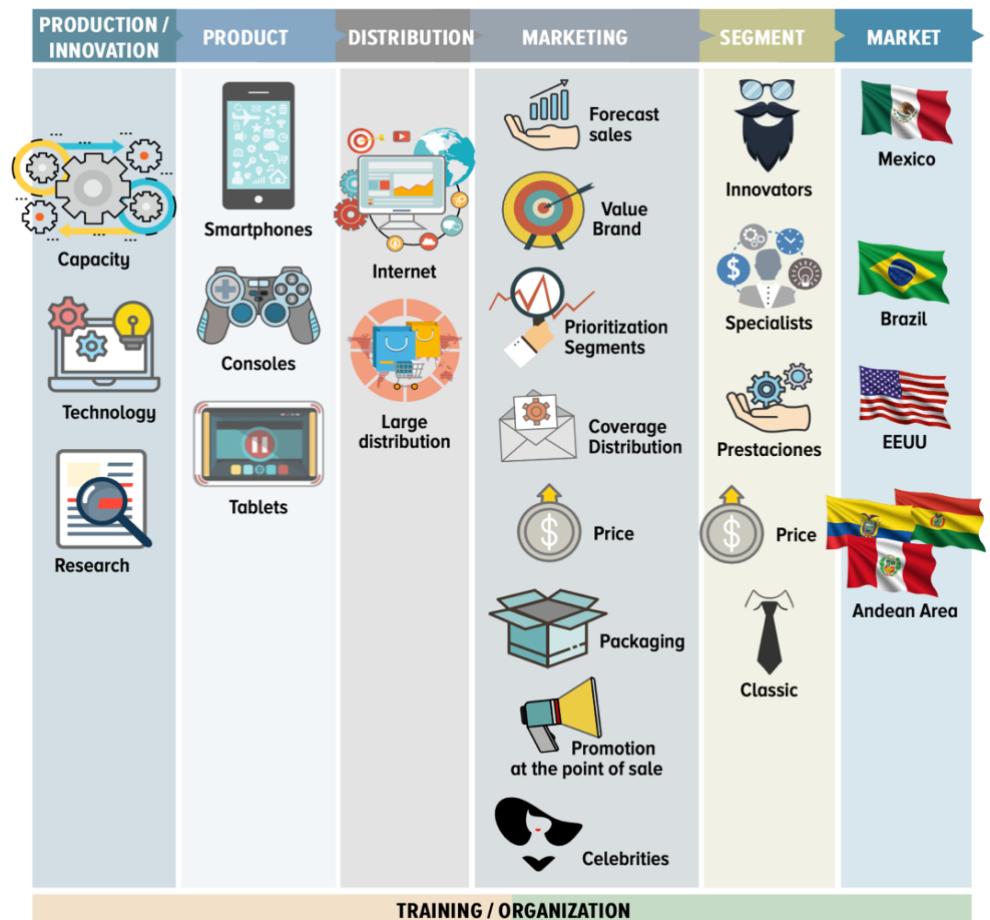


TechCompany reproduces the competitive scenario of various hardware and software companies that must compete. The simulator requires participants to assume a strategic vision of the company's marketing/sales function.

The companies produce and market three product lines: **Smartphones, Consoles and Tablets**.

Initially, all companies sell their products in one market, but they will be able to enter new markets during the simulation. The marketing and communication strategy for the different demand segments is key.

Sales forecasting by market and product has a fundamental role for achieving the company's objectives.



Los participantes deberán tomar decisiones sobre:

Markets

Entry into new markets.

Sales forecast

Estimation of units to sell by product and market.

Price

Precios por producto y mercado.

Marketing

Promoción del producto en punto de venta y descuentos por canal de comercialización.

Markets research

Purchase of research.

Production

Expansion of production capacity. Budget on the improvement of industrial technology.

Product – Innovation

Improving the level of product innovation. Quality of product packaging.

Brand

Spending on brand promotion by product and market. Celebrity Hiring.

Organization Training

Development of organizational capabilities.