



TOPSIM® – MARKETING

Marketing is aimed at positively influencing the purchasing decisions of a company's target groups. The implementation of marketing strategies tailored to customer requirements and demand is the basis for comprehensive and market-centred business management. TOPSIM – Marketing sets players the challenge of integrating strategic and operational marketing decisions into all business activities.

ABOUT TOPSIM – MARKETING

- ▶ Players of the strategic competitive business simulation TOPSIM – Marketing manage the marketing department of a manufacturing company. They coordinate all operational processes from production to product marketing. Scenarios: watches, mobile phones and sports shoes. Players also decide on the company's strategic focus. In line with the product life cycles and latest trends, they can develop and launch new products and drop, adapt or reposition existing ones. The aim is for players to improve the market position and profits of their company.

Input screen for decisions on products

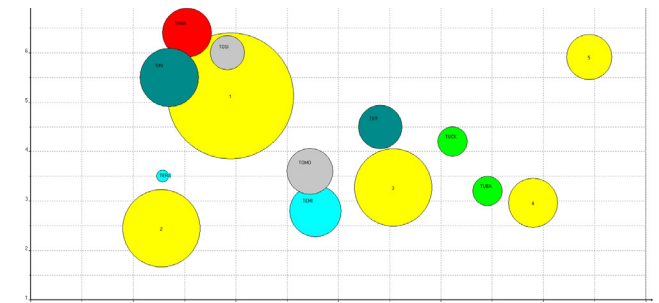
Company: 1		Period: 8			
Products Sales/Production Projects		TANA	TASO		
	Product Name Project Allocation (Name)				
Price	Product Price (EUR/Un.)	38.90	45.20	0.00	0.00
Advertising (MEUR)	Print	2.2	3.0	0.0	0.0
	TV	4.0	3.0	0.0	0.0
	Radio	5.0	1.5	0.0	0.0
	Advert. Research	1.5	1.3	0.0	0.0
Promotion	Sales Promotion (MEUR)	1.0	1.3	0.0	0.0
	New Cust. Prom. (MEUR)	1.5	1.0	0.0	0.0
Rebates (%)	A-Shops	5.0	3.0	0.0	0.0
	B-Shops	3.0	2.0	0.0	0.0
	C-Shops	2.0	1.0	0.0	0.0
Production	Volume (Thsd.Un.)	3800	2200	0	0
	Sales (Thsd.Un.)	4000	2400	0	0
Planning	Sales (Thsd.Un.)	4000	2400	0	0
	Contr. Margin I (MEUR)	27.0	37.0	0.0	0.0

TOPICS COVERED

Fields: Marketing

- ▶ Marketing objectives and tools
- ▶ Market development strategies and the marketing mix
- ▶ Market analysis (customer segmentation; target group and competitor analysis)
- ▶ Strategic production planning (product life cycles, sales planning and R&D planning)
- ▶ Test marketing
- ▶ Profit contribution margin analysis

Diagram of sales by product and segment



GENERAL LEARNING OBJECTIVES OF TOPSIM – SIMULATION GAMES

- ▶ Recognize and consider internal and external conditions for business success in a dynamic competitive environment
- ▶ Select and implement strategies to achieve targets
- ▶ Evaluate business data
- ▶ Effective decision-making in a team
- ▶ Assess the implications of decisions

LEARNING OBJECTIVES OF TOPSIM – MARKETING

- ▶ Identify the relevant data for the choice of marketing mix
- ▶ Analyse target group preferences and competitor behaviour
- ▶ Plan and monitor the marketing budget
- ▶ Evaluate customer surveys to determine product positioning
- ▶ Select product strategies
- ▶ Coordinate sales and production planning
- ▶ Assess the reach and effectiveness of various advertising channels
- ▶ Select distribution channels

COMPLEXITY

3

EVALUATION

SYNTHESIS

2

ANALYSIS

APPLICATION

1

UNDERSTANDING

KNOWLEDGE

TARGET GROUPS

- ▶ Bachelor students studying Business Administration
- ▶ Commercial and technical employees in sales and marketing departments
- ▶ Product development employees and product managers
- ▶ Junior employees and trainees

SIMULATION DETAILS

- ▶ Length: 2 - 5 days
- ▶ Max. of 8 periods with up to 82 decisions
- ▶ Number of players: 15 – 25 (4 – 5 groups of 3 – 5 people)
- ▶ Languages: German and English
- ▶ Blended learning – available in the TOPSIM – Cloud: upon request

HARDWARE/SOFTWARE

- ▶ Standard PC or notebook
- ▶ Operating system: Windows XP/Vista/7/8

Example: distribution channel results on the basis of a market research report

MARKET SHARES FOR PRODUCTS (%)		DISTR. CHANNEL 1		DISTR. CHANNEL 2		DISTR. CHANNEL 3		TOTAL	
		A-Shops		B-Shops		C-Shops		(all shops)	
		Units	Sales	Units	Sales	Units	Sales	Units	Sales
TANA	11.8	10.2	11.9	10.3	11.4	9.8	11.7	10.1	
IASO	8.7	8.8	8.9	7.0	8.8	8.6	8.8	8.8	
TEMI	12.6	12.9	12.5	12.8	11.8	12.1	12.3	12.7	
TERA	7.3	8.1	7.2	8.0	8.7	8.5	7.1	8.9	
TIRI	13.4	11.3	14.1	11.9	14.1	11.9	13.8	11.7	
TIFF	10.4	11.8	11.0	12.2	10.9	12.1	10.8	12.0	
TOMO	11.6	11.9	10.4	10.7	11.2	11.4	11.1	11.3	
TOSI	9.7	8.9	8.8	8.0	9.3	8.5	9.2	8.5	
TURA	8.2	10.3	8.5	10.6	9.2	11.4	8.6	10.7	
TUCK	8.3	10.0	8.7	10.8	8.9	10.7	8.6	10.4	

PURCH. HABITS (%)		DISTR. CHANNEL 1		DISTR. CHANNEL 2		DISTR. CHANNEL 3		TOTAL	
		A-Shops		B-Shops		C-Shops		(all shops)	
		%	Thsd.Un.	%	Thsd.Un.	%	Thsd.Un.	%	Thsd.Un.
Segment 1	50.2	6416	31.2	3986	18.6	2373	100.0	12775	
Segment 2	35.5	2194	37.2	2299	27.4	1694	100.0	6186	
Segment 3	64.3	3975	24.8	1535	10.8	670	100.0	6180	
Segment 4	37.2	1414	41.9	1698	20.9	797	100.0	3806	
Segment 5	53.3	1894	25.1	892	21.6	767	100.0	3553	
TOTAL Thsd. Units		15893		10307		6300		32500	
No. of Stores		4290		1000		1620		6910	



CONTACT

Are you interested in our simulation?
Simply contact us by e-mail or phone.

TOPSIM GmbH
Neckarhalde 55
72070 Tübingen
(t) +49 (0) 7071 7942 0
(f) +49 (0) 7071 7942 29
(e) info@topsim.com
(web) www.topsim.com

- blog.topsim.com
- facebook.com/topsim.planspiele
- twitter.com/Planspiele
- linkedin.com/company/topsim-gmbh
- xing.com/companies/topsimgmbh