



## Area

Large consumption

## Level

2, 3

## Topics

Product marketing:  
price, product,  
Promotion and  
distribution.

Analysis of costs and  
product margin

## Versions

Version I: Level 2

Version II: Level 3

## Modality

Competitive

## Time

Between 12 and 24  
hours

**CoffeeTime** reproduces the competitive scenario of various companies in the consumer coffee sector, which must compete with each other. Companies produce and market two product lines:

- **Conventional coffee:** mature product, of greater volume and smaller margin.
- **Organic coffee:** growing product, of smaller volume and greater margin.

The simulator allows you to practice the fundamental concepts of the 4P's of marketing or marketing: Price, Promotion, Product and Distribution

The simulator considers 3 demand segments (upper class, middle class and lower class) and the possibility of expanding the marketing to a new market. Sales forecasting or cost control are two key functions to achieve the desired margin objectives.



The analysis of the evolution of the market and the margin by product are two key references to achieve the expected results.

### Participants must make decisions related to:

#### Products

Wide range, production process and packaging.

#### Brands

Prioritization of demand segments, spending on brand promotion and prioritization of marketing actions.

#### Prices & Sales

Set prices by product and market. Additionally, the sales forecast must be made.

#### Market

Enter new regions to sell the product.

#### Distribution

Promotion of the product at the point of sale, prioritization of marketing actions at the point of sale, discount to the channel and logistics modality.

#### Production

Expansion of production capacity.