



## Area

Great Consumption

## Level

6

## Topics

Internationalization  
Strategy Economic-  
financial  
management  
Operation  
management  
Strategic marketing

## Modality

Competitive

## Time

Between 32 and 48  
hours

**GlobalMarket** reproduces the competitive scenario of various companies producing high-consumption beverages that must compete with each other.

Companies produce and market three beverage lines:

- Refreshments
- Isotonic
- Juices

The simulator focuses its performance on product design, marketing and product marketing. The simulator considers 7 markets, 3 demand segments (Youth, adults and athletes) and 3 marketing channels (Shop, Large area and hospitality).

Two key areas in this simulator are the development of a brand and the positioning of the product at the point of sale.



**Participants must make decisions related to:**

### **Markets**

Entry into new markets.

### **Prices**

Prices by product and market.

### **Product**

Wide range, product quality, packaging and product innovation.

### **Brand**

Prioritization of market segments and spending on brand promotion by product and market. Celebrity hiring.

### **Comercialization**

Promotion of the product at point of sale, discount for product and point of sale, logistics and incentives of the sales team.

### **Production**

Acquisition of new factories, investment in technological development, units to produce per product. Percentage of factory maintenance expense.

### **Training**

Development of the capabilities of the organization.

### **Bank financing**

Request for short and long term budget to the bank. Distribution of dividends.

### **Market research**

Research purchase.