



Area

Entertainment

Level

2, 3

Topics

Product marketing
Internationalization

Modality

Non-Competitive

Versions

Version I: Level 2

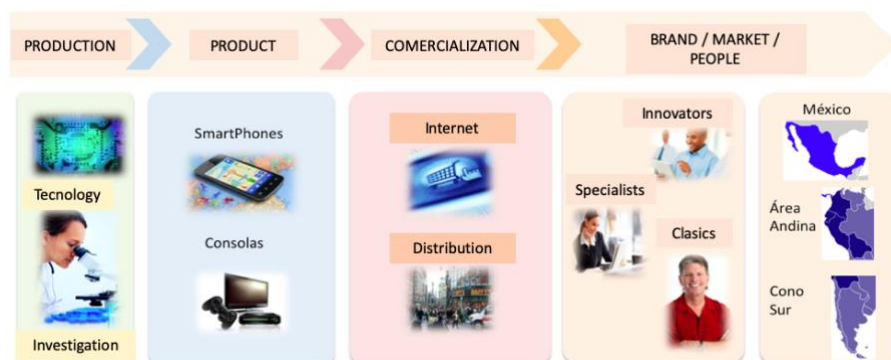
Version II: Level 3

Time

Between 8 and 16 hours

InnovaTech reproduces the business environment of three hardware and software companies that must compete with each other. All of them start the simulation in the same competitive position. The participant will manage one of these companies, in non-competitive mode.

Companies produce and market three product lines: game consoles, entertainment software and tablets. The simulator focuses its performance on the design, marketing and marketing of products. The simulator considers five demand segments in a single market. The products are marketed through three marketing channels (internet, specialized store and large distribution).



Participants must make decisions related to:

Products

Product design and innovation.

Production

Expansion of production capacity.

Prices

Prices by product and market.

Promotion

Prioritization of demand segments and promotion budget by market and product.

Organization

Staff training.

Market research

Purchase of research.

Marketing

Product promotion at point of sale and discounts by marketing channel.