



Area

Tecnology

Level

5

Topics

Market strategy

Product marketing

Management and
cost control

Modality

Competitive

Time

Between 16 and 32
hours

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

Companies produce and market three product lines:

- Game consoles
- Entertainment software
- Tablets.

Initially, all companies sell their products in a market, but may enter new markets in the development of the simulation. Likewise, companies may request an extension of production capacity. The planning carried out at the beginning of the simulation will be key to making the decisions consistent.

The forecast of sales by market and product is a key function to achieve the objectives of the company.



Participants must make decisions about:

Market

Entry into new markets.

Sales Forecast

Estimation of the units to be sold by product and market.

Prices

Prices by product and market.

Comercialization

Promotion of the product at point of sale and discounts by marketing channel.

Market research

Research purchase.
Production

Production

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

Product – Innovation

Improvement of the level of product innovation. Product packaging quality.

Brand

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

Training

Development of the capabilities of the organization.