

# Маркетингова игра

[smarketing.org](http://smarketing.org)

Дизайн – Ясен Сеизов  
Човекът пред вас – Петър Сеизов

# За какво ще си говорим днес?

- Какво представлява маркетинговата игра?
- Каква е вашата роля?
- Как ще се организираме?
- Защо да участвате?





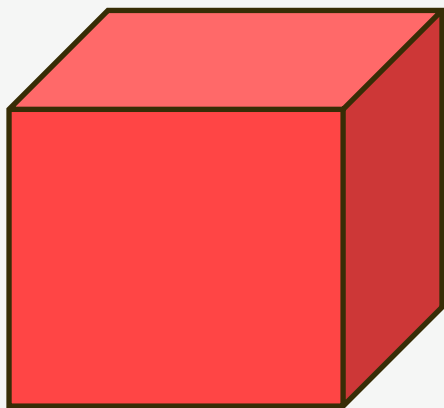
# Светът на Markstrat



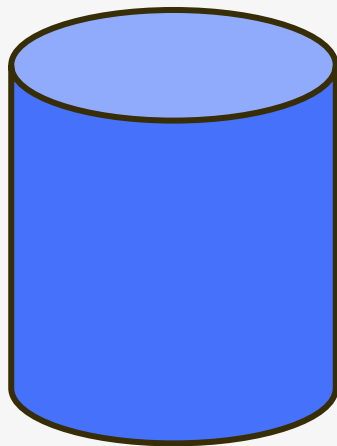
# Планета Markstrat

- **Население:** 250 милиона
- **Валута:** Markstrat долар (\$)
- **Конкуренти:** 4-6 фирми
- **Екип:** 2-3 човека

# Произвеждате ДВА различни типа продукти:



Sonites



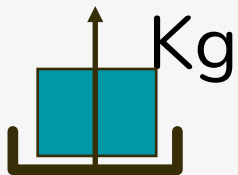
Vodites

- Различно развити пазари
- Продуктите са от различен тип и не се конкурират
- Разработват нови продукти от всеки тип
- Общ бюджет на фирмата!

# Sonite продукти

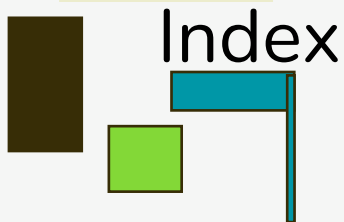
6 различни характеристики – добре развит пазар

**Weight**



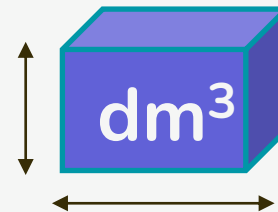
10 - 20

**Design**



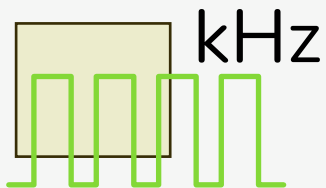
3 - 10

**Volume**



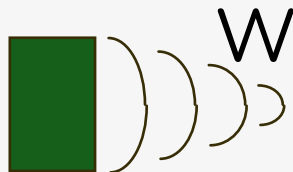
20 - 100

**Max. Frequency**



5 - 50

**Power**



5 - 100

**Base Cost**

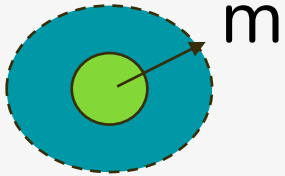


min. 10

# Vodite продукти

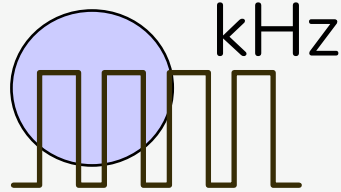
Други 6 различни характеристики – нов пазар

## Autonomy



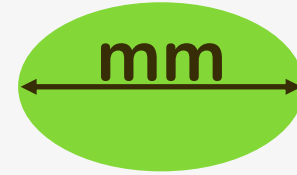
5 - 100

## Max. Frequency



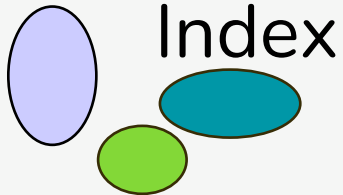
5 - 20

## Diameter



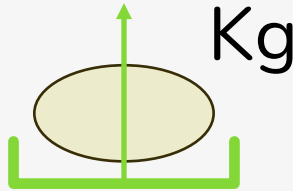
10 - 100

## Design



3 - 10

## Weight



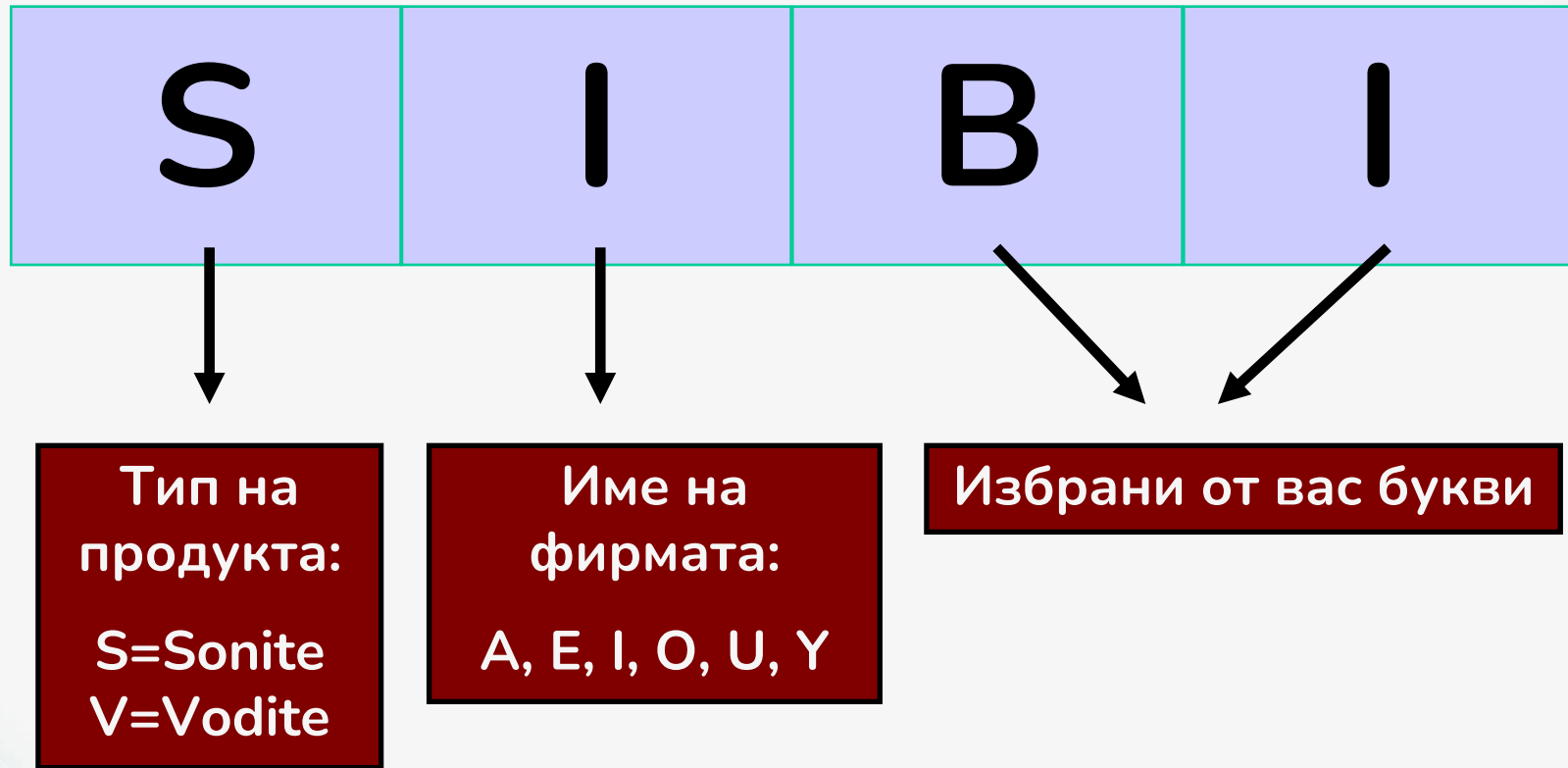
10 - 100

## Base Cost



min. 10

# Всеки продукт има стандартно име







Singles / Si



Professionals / Pr



Buffs / Bf



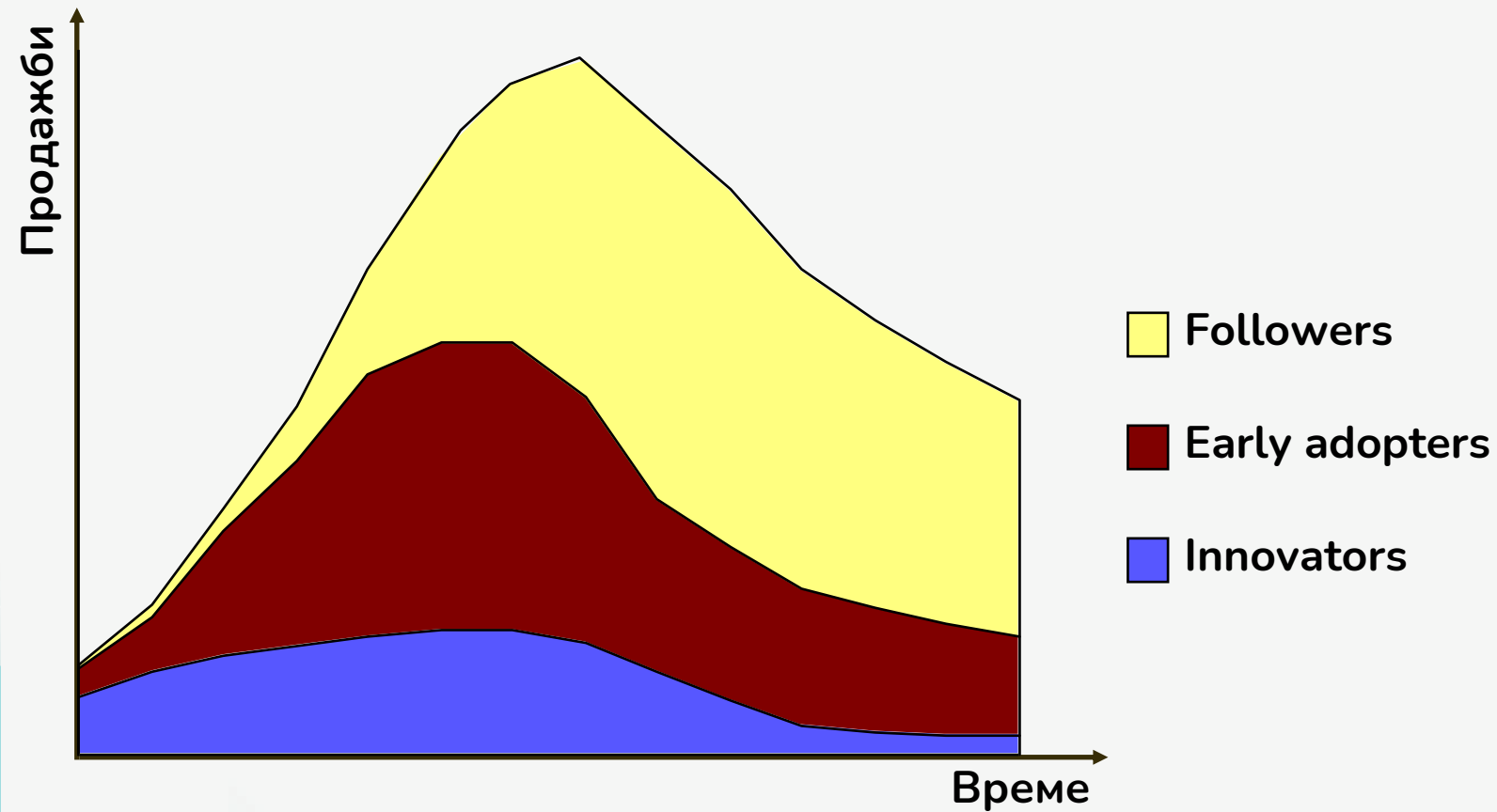
Others / Oi



High Earners / Hi

5 типа Sonite  
потребители

# На Vodite пазара се очакват 3 типа:



# 3 различни типа магазини



Specialty stores



Department stores



Mass merchandisers



A close-up photograph of a man in a dark blue suit jacket, a light blue and white checkered shirt, and a blue and white striped tie. He is pointing his right index finger directly at the camera. The background is a plain, light-colored wall.

**Вашата фирма**

# Вашата цел в играта - максимален Share Price Index (SPI)

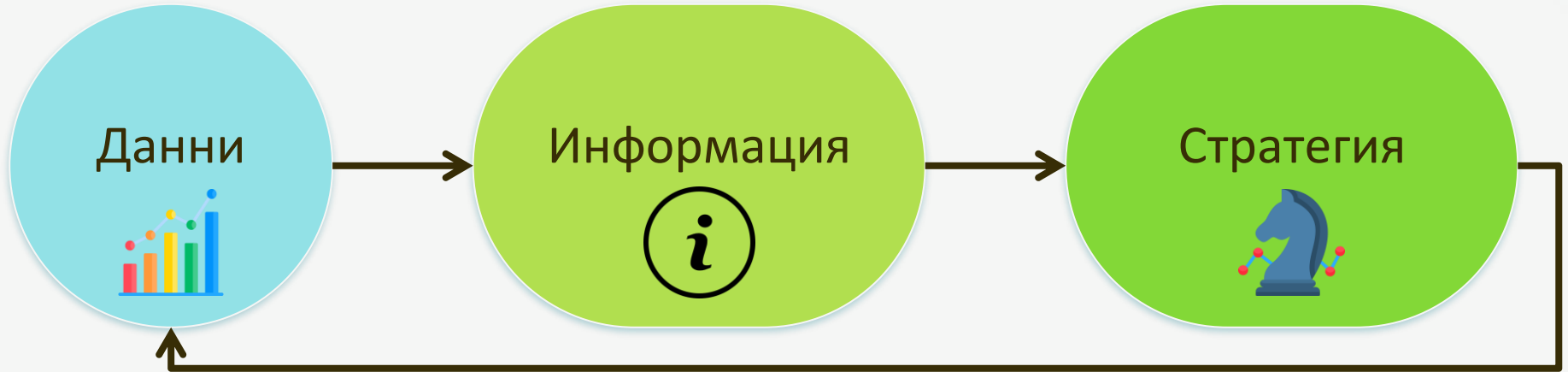
За да го постигнете, вие трябва да оптимизирате:

- Пазарен дял
- Ръст на продажбите
- Нетната печалба
- Натрупаната нетна печалба
- Инвестициите в R&D

Основната цел е да учите  
докато играете!!!



# По какъв начин управлявате фирмата си?



# Разнообразни проучвания на пазара

Предоставят ви данни, които да анализирате:

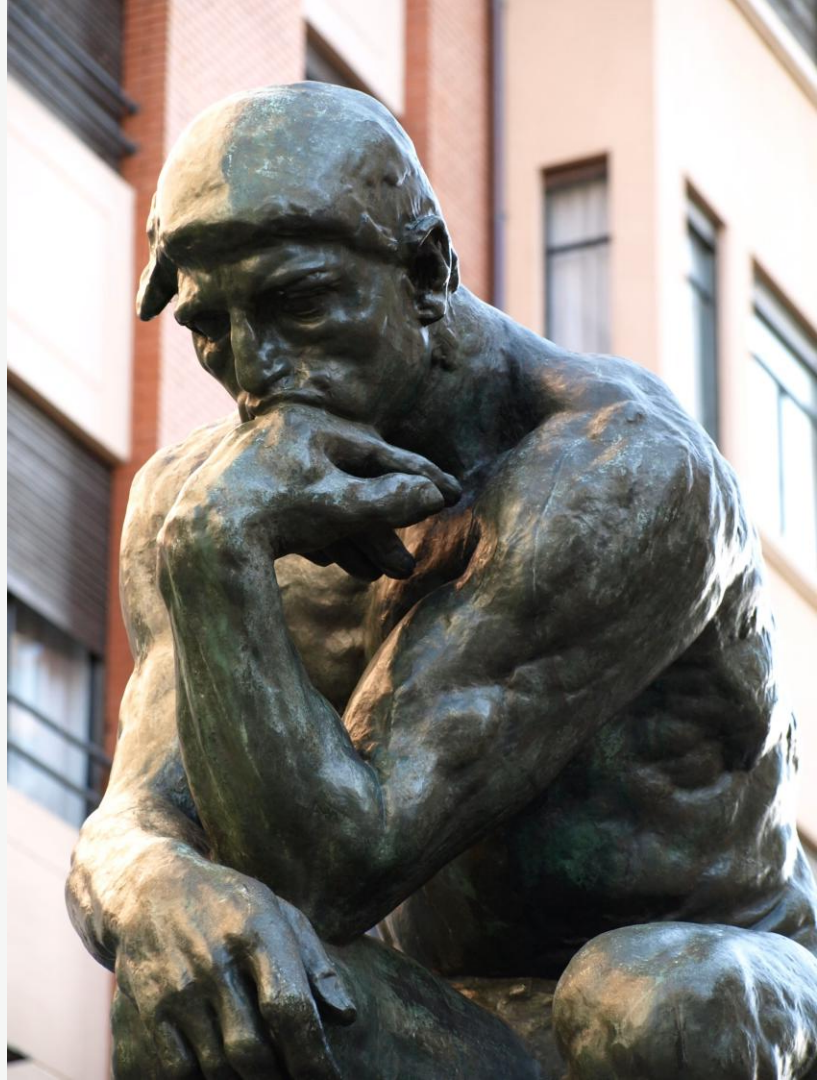
- Проучвания на потребителите
- Проучвания на конкурентите
- Проучвания на каналите за дистрибуция
- Сравнителни проучвания
- Пазарни прогнози



# Каква стратегия да измислите?

Трябва да вземете няколко типа решения:

- Какви продукти и колко да произведете
- На каква цена да ги продавате
- Къде да ги продавате
- Как да ги рекламирате



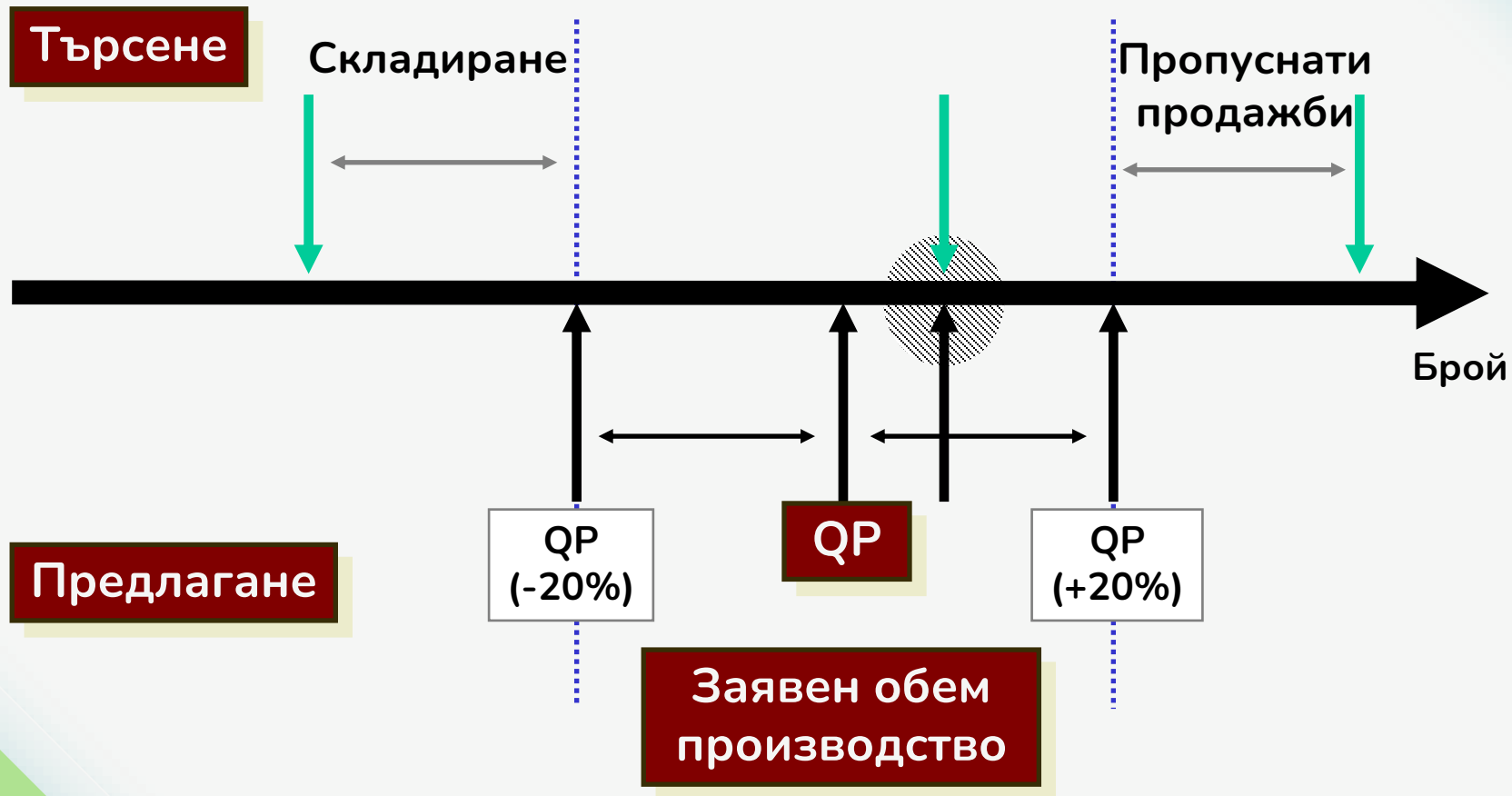




## Разработване на нов продукт

- Задайте желаните параметри на продукта на R&D отдела
- Осигурете искания бюджет за разработка
- На базата на готовия проект пуснете новия продукт
- Модифицирайте продукта

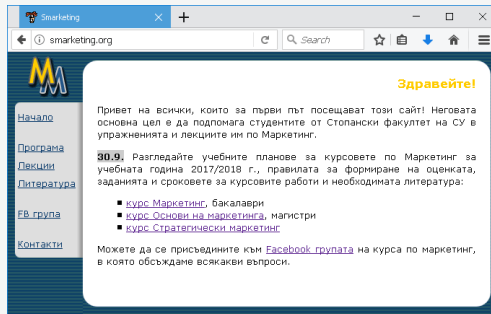
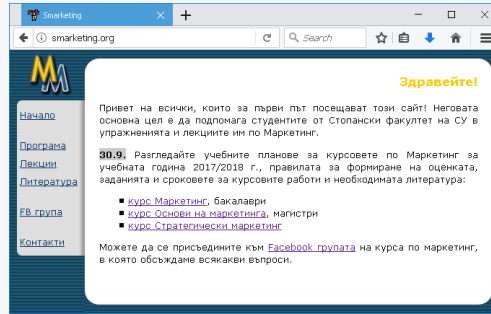
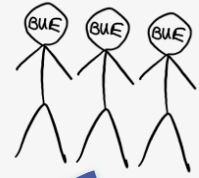
# Планиране на производството



Всяка фирма трябва да намери оптималното разпределение на маркетинговия бюджет.



# През всеки период от играта трябва да взимате решения за следващия.



Различни  
стратегии



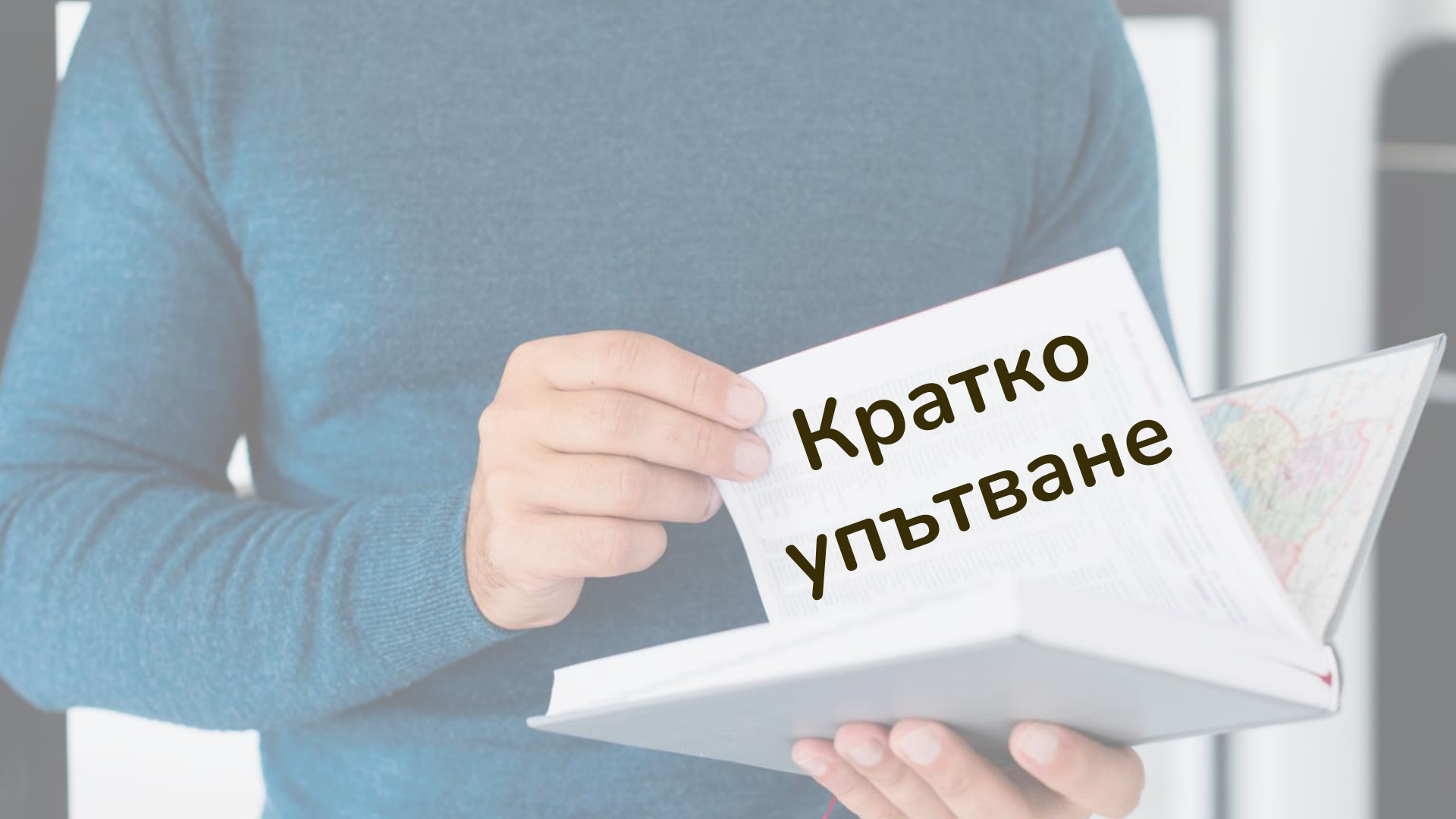
Ограничено  
време



Много  
информация



Организирайте  
добре отбора си



**Кратко  
упътване**



Модул за решения

Модули

# Основен екран



## ACADEMIC VERSION

Authored by  
Hubert Gagnon and  
Jean-Claude Larréché



Co-Developed under the  
direction of Rémi Triolet



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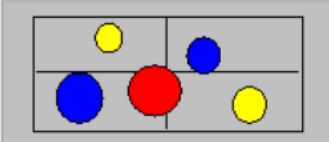
### MARKSTRAT3 DEMONSTRATION VERSION

StratX  
Boston - London - Paris


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# Модул за решения


Производство,  
ценообразуване и  
реклама



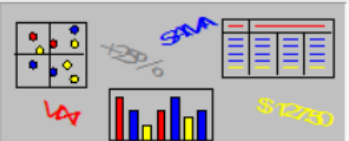
Brand Portfolio




Production, Price & Advertising



Sales Force & Distribution



Market Research Studies



Research & Development

**BEWARE! Some decisions have not yet been taken.  
Please check all missing decisions, otherwise default decisions will be used.**

Errors & Warnings

Summary      Budget      Marketing Plan



# Решения за производство, ценообразуване и реклама

Избор на пазар

За всеки продукт поотделно

Избор на продукт

Production, Price and Advertising

**Production, Price & Advertising - SEAL** ?

Product specifications	Last period	This period	% Change
Base R&D project	PSPR2	PSPR2	
Brand production level (KU)	200	200	0.0
Inventory sold to trading Co (KU) (current inventory : 0 KU)	0	0	

Pricing

Recommended retail price (\$)	400	400	0.0
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Advertising

Advertising media budget (K\$)	500	500	0.0
Advertising research budget (K\$)	50	50	0.0

Total	Bufs	Singles	Pros	HiEarners	Others
Targeted segments (%)	5	5	80	5	5

Perceptual objectives

No objectives  
 MDS dimensions  
 Semantic scales

Dimension 1	Objective	Dimension 2	Objective

SEAL SEXY SEFA

Ok Cancel

Решения за продукт SEAL

# Решения, касаещи стимулирането на продажбите

Sales Force and Distribution

	Specialty stores	Depart. stores	Mass Merchandis.	Sales Force cost
Number of salespeople	<input type="text" value="20"/>	<input type="text" value="25"/>	<input type="text" value="30"/>	
SEAL	<input type="text" value="33"/>	<input type="text" value="45"/>	<input type="text" value="47"/>	<input type="text" value="K\$ 834"/>
SEXY	<input type="text" value="14"/>	<input type="text" value="8"/>	<input type="text" value="10"/>	<input type="text" value="K\$ 204"/>
SEFA	<input type="text" value="19"/>	<input type="text" value="27"/>	<input type="text" value="43"/>	<input type="text" value="K\$ 612"/>
VETI	<input type="text" value="34"/>	<input type="text" value="20"/>	<input type="text" value="0"/>	<input type="text" value="K\$ 308"/>
Total	<input type="text" value="100%"/>	<input type="text" value="100%"/>	<input type="text" value="100%"/>	<input type="text" value="K\$ 1 957"/>

Buttons:

## Assistant options

- Equal allocation across all brands
- Proportional to last period's unit sales
- Proportional to last period's retail sales
- Proportional to last period's contribution

Market Research Studies

Study Titles	Order	Cost (K\$)
Industry benchmarking	<input checked="" type="checkbox"/> All markets	<input type="text" value="39"/>
Consumer survey	<input checked="" type="checkbox"/> Sonite <input type="checkbox"/> Vodite	<input type="text" value="78"/>
Consumer panel	<input checked="" type="checkbox"/> Sonite <input type="checkbox"/> Vodite	<input type="text" value="130"/>
Distribution panel	<input checked="" type="checkbox"/> Sonite <input type="checkbox"/> Vodite	<input type="text" value="78"/>
Semantic scales	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="26"/>
Multidimensional scaling	<input checked="" type="checkbox"/> Sonite <input type="checkbox"/> Vodite	<input type="text" value="46"/>
Market forecast	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="52"/>
Competitive advertising	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="78"/>
Competitive sales force	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="40"/>
Advertising experiment	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="66"/>
Sales force experiment	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="92"/>
Conjoint analysis	<input checked="" type="checkbox"/> Sonite <input checked="" type="checkbox"/> Vodite	<input type="text" value="92"/>
	Total cost (K\$)	<input type="text" value="817"/>

Ok

# Поръчване на пазарни проучвания

За всеки пазар поотделно

# Играта ви помага да взимате правилни решения

The screenshot displays the Markstrat3 interface with several modules: Brand Portfolio, Production, Price & Advertising, Sales, Market Research Studies, and Research & Development. A warning dialog box is open, titled "Markstrat3 - Decisions module - Warnings".

**Decision input warnings:**

- Missing sales force and distribution decisions.
- Missing brand decisions.
- Missing research and development decisions.

**Warning details:**

You have not yet taken your sales force and distribution decisions.

If you do not take them, Markstrat3 will use the default decisions calculated as follows:

- \* same sales force size as last period;
- \* same sales force allocation for maintained or modified brands.
- \* no sales force allocation for new brands.

**Beware: default decisions are usually far from optimal!**

[Close](#)

**BEWARE! Some decisions have not yet been taken. Please check all missing decisions, otherwise default decisions will be used.**

**Errors & Warnings**

**Summary**      **Budget**      **Marketing Plan**

# Изпратете решенията си за обработка

**Стъпка 1**  
Генерирайте файл  
с решенията



Interface



File Finances

- Open industry
- Save and close industry
- Change industry password
- Save and backup industry
- Restore industry
- Transfer decisions to instructor**

Transfer results and default decisions from instructor

Autoreed by  
Hubert Gagnon and  
Jean-Claude Larréché

Co-Developed under the  
direction of Rémi Triolet



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**MARKSTRAT3 DEMONSTRATION VERSION**

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**Стъпка 2**  
Изпратете решенията  
чрез сайта на играта

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# Защо да участвам?

- **Различно:** играете и учите едновременно
- **Забавно:** Общувате с колегите си
- **Печелите точки** (0-10-20-25-30)

# Кога да участвам?

- **Регистрация:** до 14 октомври (понеделник)
- **Начало:** 15 октомври (вторник)
- **Срок:** Всяка неделя (~10 периода)



## Как да участвам?



[smarketing.org](http://smarketing.org)



[fb.com/groups/marketingovata.igra](https://fb.com/groups/marketingovata.igra)