

Marketing Mix Sim Game Team Decision Sheet

Complete the form and make your 8 decisions for both Brand A and B - they are independent brands

Decision Sheet	Team Number ==>		Brand A	Brand B
PRODUCT	Quality Level	1-10		
PRODUCT	Design Level	1-5		
PRICE	Retail Price	1,000-6,000		
PLACE	Number of channels	1-4		
PROMOTION	Discount (Sales Promotion)	0-50%		
PROMOTION	Brand Advertising Spend	0 to 20,000,000		
<i>Below are NOT decisions, but you should work out your costs and Profit Margin</i>			Brand A	Brand B
	Unit Product Cost	<i>(Qual X 250) + (Des X 150)</i>		
	Discount Price	<i>Retail Price - Discount</i>		
	Unit Profit Margin	<i>Price - Cost</i>		
	Total Channel Support Cost	<i>2,000,000 per channel</i>		
	Total Channel Reach %	<i>50%/75%/90%/100%</i>		