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Harvard Marketing Simulation Minnesota Micromotors

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The Orthopedic Motor Market: Minnesota Micromotors, Inc ...

Question: Marketing Simulation: Minnesota Micromotors DashBoard For 2012 Q3 : Large Customers Segment A : Down 1.2% Large Customers Segment B : Down 0.2% Large Customers Segment C: Down 0.1% Large Customers Segment D : Down 0.1% Small Customers Segment : Down 0.3% Net Price 2012 Q3: Segment A \$125 - Competitor \$115 Segment B \$131 - Competitor \$120 Segment C \$136 ...

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Minnesota Micromotors Simulation Answers

Quarterly Revenue \$2,214,532 Profit Margin 5% to 12% Large Customer segment 6% to 14% 1st attempt: Our Improvements Any Questions? Strategy Target Customer Performance Our starting point... Decreased sales force Save budget Invest in IMC Increase spending on large customers Raise

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MNGT6251 Marketing Management, Session 1 Intensive 1, 2019 Craig Martin, Noriaki Endo, Ferdous Chowdhury, Edmond Chan, Sumit Khanna

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Minnesota Micromotors Simulation Strategy Solution

The competitors of Minnesota Micrometers Inc. are serving to an adequate market share of 89% in this small-frequency segment. Context: Minnesota Micromotors Inc.'s operations are affected by the political regulations imposed on their operations by the government of the territory.

The Orthopedic Motor Market Minnesota Micromotors, Inc ...

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Case study for marketing analytics simulation

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