

# MARKSTRAT.7 RELEASE NOTES

14<sup>th</sup> November 2017

## ***Modernized interface up to today's web graphical and navigation standards***

New Home with new graphical chart giving easy access to all analysis and decision screens.

Access can be made directly from the home page by clicking on each icon, or from the left-hand menu bar. Users also have the choice to remain on a single webpage or to open multiple webpages for instance to separate analysis and decision screens.



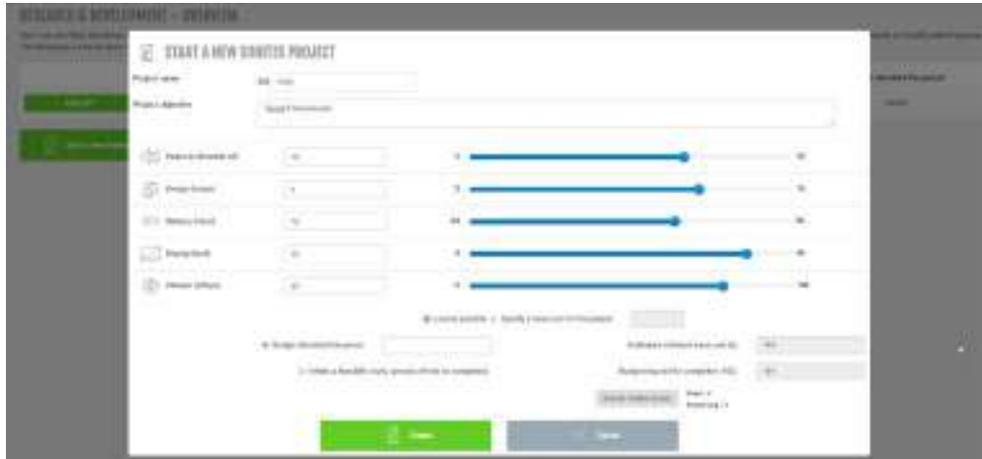
## Improved decisions screen ergonomics and navigation.

Decision screens now include key analysis charts to make decisions; this helps users with the navigation to access key data but of course doesn't give them any solution, as a lot of data needs to be crossed to establish each decision in Markstrat.



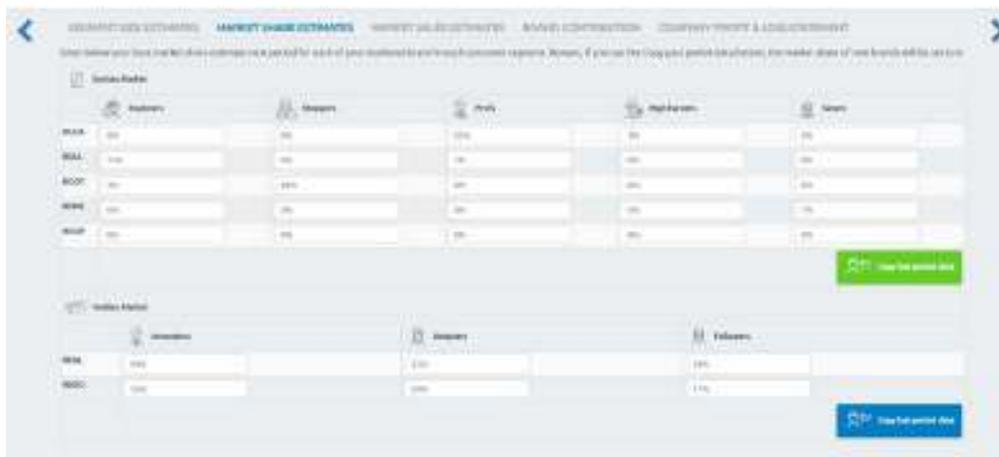
Simplified R&D and Brand Portfolio decision screens

The navigation process on multiple screens to finalize a R&D development or Brand Portfolio decision has been simplified. All decisions now show up on a single screen, which clarifies the full process.



Ability to save Marketing plan as an excel file to compare predictions and results

The Marketing plan process has also been improved with a simplified navigation and a more modern presentation. Teams also now have the ability to export their marketing plan results into Excel. This will be very interesting for them to compare what they have predicted before the run with what actually happened after market response and competitors moves.



**Enhanced participants and instructors' tools**

Improved introduction slides

The PowerPoint Introduction slides available for download for period 1 and 2 have been revamped to match the new graphical chart.

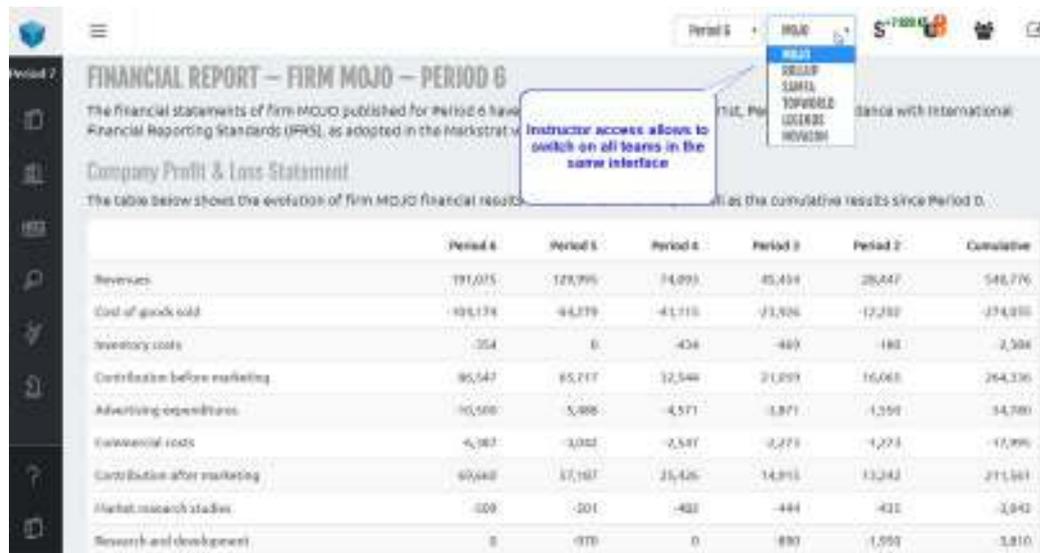
We have also recorded them with voice-over so that participants can directly watch them in the simulation in the PREPARE section. Both recordings come at the right time of the simulation: Intro 1 at the start of Round 1, and Intro 2 at the start of Round 2.

This will give instructors and participants more flexibility to get started with Markstrat.



Easier access to team files for Instructors

Instructors will now be able to open the simulation team interface once and switch between different teams in the same industry, without having to open them separately.



**FINANCIAL REPORT – FIRM MOJO – PERIOD 6**

The financial statements of firm MOJO published for Period 6 have been prepared in accordance with International Financial Reporting Standards (IFRS), as adopted in the Markstrat v.10 simulation.

**Company Profit & Loss Statement**

The table below shows the evolution of firm MOJO financial results over the last 6 periods, as well as the cumulative results since Period 0.

	Period 4	Period 5	Period 6	Period 7	Period 8	Cumulative
Revenues	191,075	179,795	74,093	45,434	28,447	548,776
Cost of goods sold	-105,174	-94,379	-41,115	-73,926	-17,280	-374,830
Inventory costs	-254	0	-426	-460	-180	-2,304
Contribution before marketing	85,547	85,217	32,548	21,039	16,068	264,336
Advertising expenditures	-10,566	-5,488	-4,571	-3,871	-1,394	-34,789
Financial costs	-4,387	-3,042	-2,517	-2,273	-1,273	-17,999
Contribution after marketing	69,694	77,187	25,460	14,895	13,242	211,561
Market research studies	-109	-201	-423	-444	-421	-1,940
Research and development	0	-978	0	890	-1,550	-3,810



### ***Markstrat Model Improvements***

#### Alignment of values provided by Online Queries and the Markstrat model on reduction cost projects.

In the Markstrat.6 version these data were spotted as being inconsistent when a team

- was conducting a cost-reduction project
- was asking for an online query but didn't put the total required budget.

This correction has been made on both Markstrat.6 and Markstrat.7.

#### Improved treatment of sales growth when multiple firms were launching brands on same period and for same segment.

In the very specific case when multiple firms in an industry were launching new brands targeted at the same segment at the same time (more than 3 brands), overall targeted segment sales were not growing according to market forecast predictions.

The calculation was being affected by the sudden minimized share of distribution coverage for each brand on this segment, which is part of segment sales calculations.

We have corrected the calculation so that the number of brands has no direct impact on overall segment sales.

#### Improved formula for segment growth for both the established (Sonites, Clinites, Trigols) and emerging markets (Vodites, Nutrites, Squazols)

We have reinforced the interactivity of segment growth with the market offering. The more "good" brands are on the market, the more segments will grow.

#### Improved formula for communication quality

The communication quality study has been improved by considering both the advertising research budget spent on a brand and the position achieved of the perceptual objectives.

In Markstrat.6, Communication Quality only considers the advertising research budget.