

Welcome to Bentola!

- . Population: 82 million
- . Energy drinks market has been expanding since 2006
- . Regulated market since 2019
- . As of 2021 there are two main actors: Spirit Brothers and Modew
- . Gobeldow is expected to enter the market in 2023



Role Chief Marketing Officer

Case New Product Development

Sector Energy Drinks

Constraints Budget and Time

Results Profit/Loss + Market Share + Score

- . Simulation consists of 3 stages
- . There are no predetermined outcomes in Conquer The Market where one decision sequence trumps others, there are theoretically an infinite amount of possible results
- . All decisions have a cumulative effect on final score
- . Results are going to be calculated by the algorithm
- . Decisions of participants are going to affect other participants' results and vice versa. It is a competitive simulation

Information given in the simulation



Information
about the
country



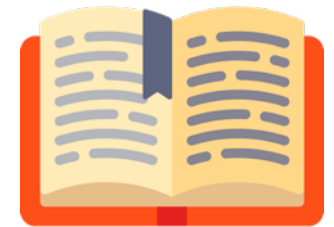
Information
about the
companies



Information
about the market



Information
about the
competition



Terms and
academic
knowledge

First Stage – Market Research

- Rules and Explanations – **Prelude** section.
- 6 market research and decisions in the first stage (Brand Association, Brand Awareness, Consumer/Segmentation, Tasting, Dollar Metric, Dollar Metric by Income)
- Every research option requires different amount of time and budget
- Take into consideration the information given in the stage, and the information in **APPENDIX** before making decisions
- Market research bought in the first stage will provide crucial guidance in the second and the third stages



Second Stage – Shaping the New Product

- 8 decisions in total regarding new product details (Firm name, product name, segment, new taste research, colour, flavour, ingredients, technology)
- Use the information given in the first stage, the results of the market research, and the information in **APPENDIX**
- Includes qualitative and quantitative decisions

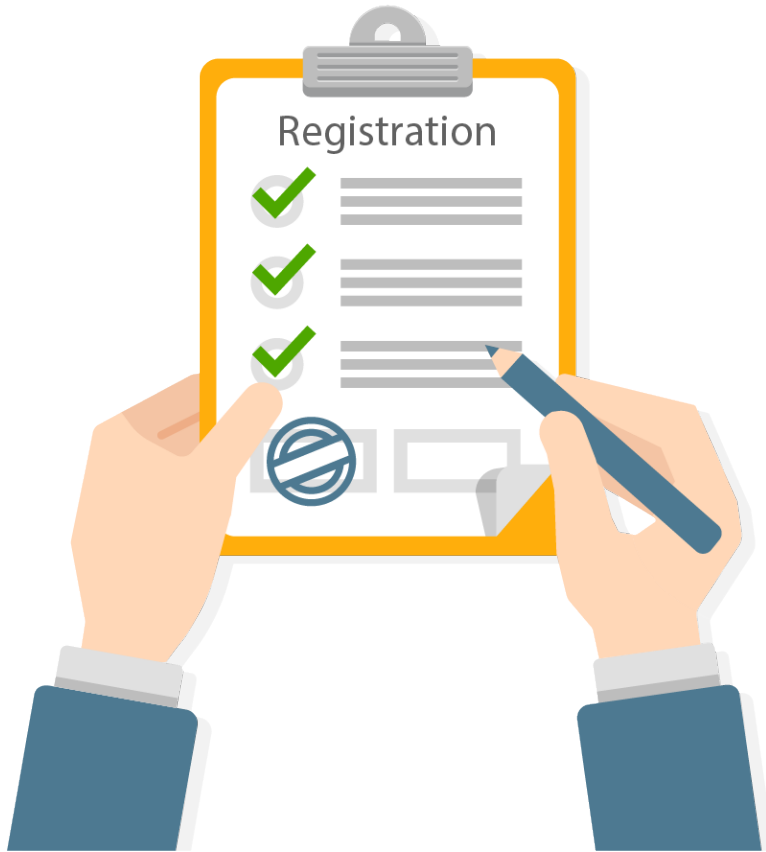


Third Stage – The Marketing Plan

- . 24 decisions. Includes a full real-life marketing plan (Product, Positioning Statement, SWOT, Target Market, 3C Analysis, PESTEL Analysis, Place (Penetration), Promotion (Prelaunch activities, POP Materials, Event Sponsorship, Social Media Management, Ads, Postlaunch Activities), Pricing, Sales Forecast)
- . Use the information given in the first stage, the results of the market research, and the information in **APPENDIX**
- . Includes qualitative and quantitative decisions



Registration Alternative 1



- Only one person from each group should register a new username
- The username will be used by all group members
- Please go to www.marcadesimulations.com
- Click on “Conquer the Market”
- Click on “Register”
- Fill in the blank fields. E-mail address is not compulsory. However, please note that questions coming from e-mail addresses which are not in our database will not be answered while the simulation is active

Registration Alternative 2

- Conquer the Market® -
- 2021 Sessions

Username	User Type	Session	Password
2021Group1	Participant	Session 1	sCGDej
2021Group2	Participant	Session 1	34LFhQ
2021Group3	Participant	Session 1	YTLnS4N
2021Group4	Participant	Session 1	c8ZCnbZ
2021Group5	Participant	Session 1	gstfigY
2021Group6	Participant	Session 1	K4fvu
2021Group7	Participant	Session 1	B39'uC
2021Group8	Participant	Session 1	Kep5gNh
2021Group9	Participant	Session 1	Jvz'3r
2021Group10	Participant	Session 1	7tq;7qJ
2021Group11	Participant	Session 1	UXgDF7
2021Group12	Participant	Session 2	SDfIFR
2021Group13	Participant	Session 2	UhF5D
2021Group14	Participant	Session 2	kQ!3j4
2021Group15	Participant	Session 2	74UsW
2021Group16	Participant	Session 2	Zvhl9Rn
2021Group17	Participant	Session 2	nMlv'gaP
2021Group18	Participant	Session 2	WQNsK3
2021Group19	Participant	Session 2	HSF'sA
2021Group20	Participant	Session 2	3gC;icH
2021Group21	Participant	Session 2	S67WC
2021Group22	Participant	Session 2	glzKz
2021Group23	Participant	Session 2	pzyvd
ivProfessor	Academic	Session 1 and Session 2	Bmciwd

- We can create usernames for participants and professors
- We share the username-password list with the professor teaching the course
- Students and professors can change their default passwords after logging in to the simulation

Activating the simulation



- . Participants will have access to the simulation after we create the sessions and grant access to their usernames
- . Randomly registered usernames cannot access the simulation

Important Notes



- . The stages consist of a total of 38 new decisions. Some of these decisions are expected to take more time to make than the others
- . Some of the decisions are mostly qualitative whereas the others are mostly quantitative
- . Important information can be found in the **APPENDIX**. They should be read from the start to the finish at least once before making decisions
- . There are going to be unexpected negative outcomes if participants do not complete the simulation within the given time and the budget constraints

Important Notes

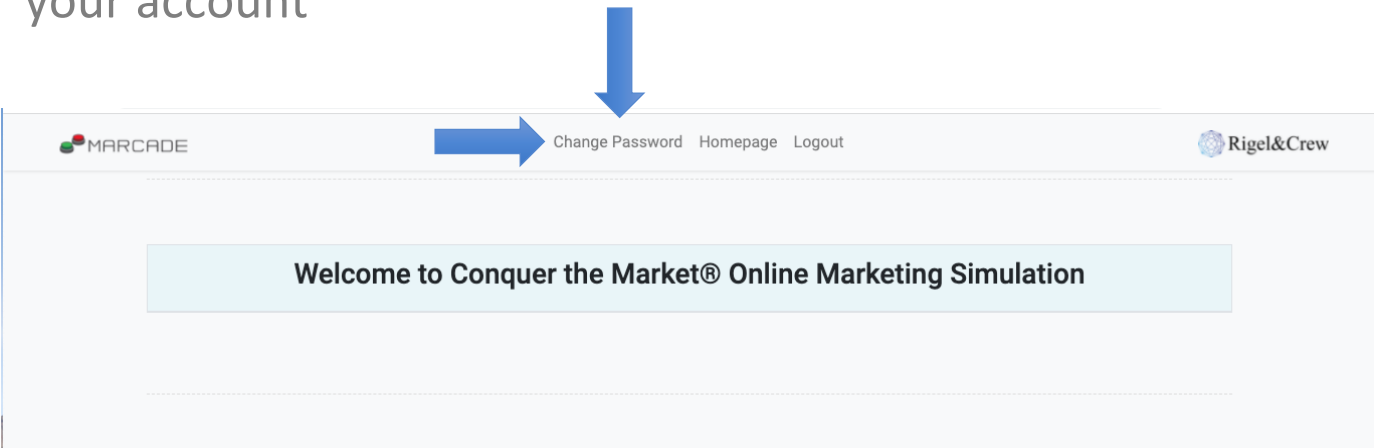


- Please go to www.marcadesimulations.com , click on Conquer the Market, and login to the simulation using your account details (username and password are case sensitive)
- Academic accounts cannot participate in the simulation
- You will be able to see individual results of participants, and competition results
- You will also have access to the grading tool which has three automatic grading alternatives (Hard – Medium – Easy)

Important Notes



- . If you would like to change your password please click on the “Change Password” link in the top menu after logging in to your account



Live Discussion Session

- . Optional live discussion session
- . Discuss their strategies and results with participants
- . Clarify any question marks they may have in their minds



24/7 Support



- . Response guarantee in 24 hours
- . E-mail average response time : 30 minutes (between 8 am – 11 pm Central European Time)
- . Telephone average response time : 5 seconds



Budget

26 million BTP



Correct Decision

Increases the sales volume of the new product and adds points to your total score by varying amounts depending on the decision's importance level



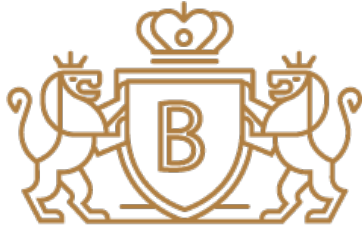
Time

52 weeks



Very Wrong Decision

1m BTP + 2 weeks + 15 points + %15 sales volume loss



SPIRIT BROTHERS

EST. 1963

- Established in 1963 as a family company
- Domestic operation until 1984, various non-alcoholic beverages
- 51% was sold to JBP Drinks, a foreign company, in 2007
- Export to 63 countries
- Has operated only in energy drinks market since 2009





- . A total of 97% market share combined with Spirit Brothers
- . Market leader with 52.4% market share
- . Wide distribution network
- . Insufficient institutionalisation steps





G O B E L D O W

- . Expected to enter the market in 2023
- . Over 30% market share in every country the company operates
- . Details of the products to be launched in Bentola are unknown

