

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 of your decisions have a cumulative effect on your final score
- . The results are going to be calculated by the algorithm
- . Your decisions are going to affect other participants' results and vice versa. It is a competitive simulation

Information given in the simulation



Information
about the
country



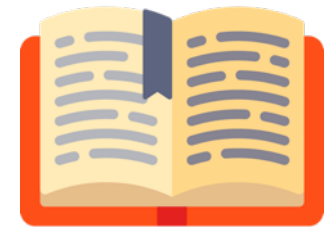
Information
about the
companies



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, so make your decisions wisely



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 market research you bought, 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 market research you bought, and the information in **APPENDIX**
- Includes qualitative and quantitative decisions



How to Register



- . 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

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
- . You can find important information in the **APPENDIX**. Please read from the start to the finish at least once before making your decisions
- . There are going to be unexpected negative outcomes if you do not complete the simulation within the given time and the budget constraints

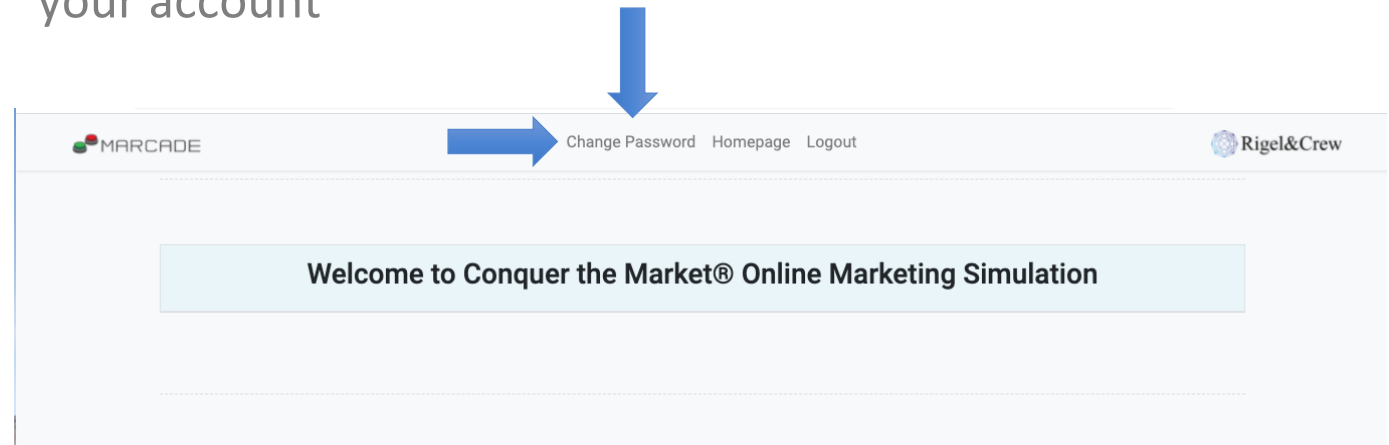
Important Notes



- . Please go to www.marcadesimulations.com , click on Conquer the Market, and login to the simulation using your account (username and password are case sensitive)
- . All group members are going to have access to the simulation
- . Only one group member should submit group decisions
- . You are not going to be able to change your decisions once they are submitted
- . The group member responsible with the submission of the group decisions should make sure that all group members agree on the decisions

Important Notes

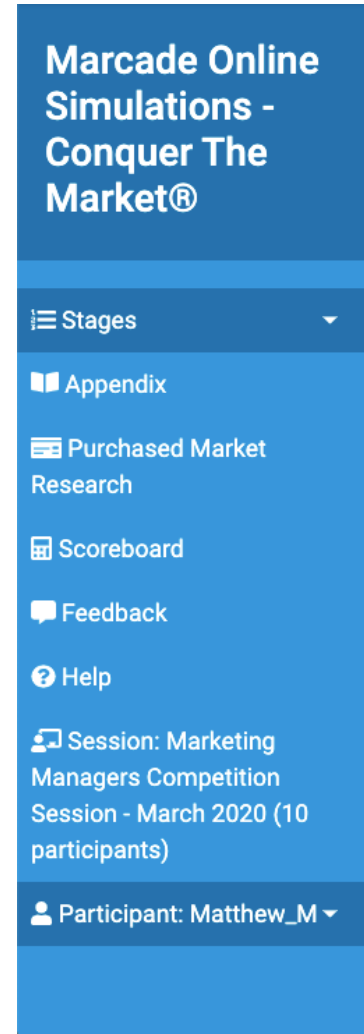
- . If you would like to change your password please click on the “Change Password” link in the top menu after logging in to your account



Questions



- We are not allowed to help you with your decisions. E-mails asking for help on decisions will not be answered
- Any other questions should be sent to support@marcade.games
- Please write “SESSION NAME – YOUR GROUP NAME” to the subject of your e-mail
- Alternatively, you can click on the “Help” link in the sidebar after starting the simulation





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



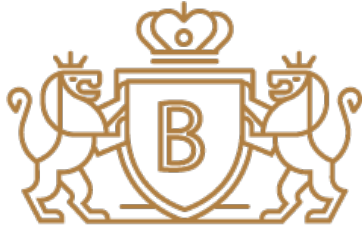
Time

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

