

Marsimos software

Visual design v.3.

Design models



Perception map



Company C, period 1 of 5

Questions? [check the manual](#)[Make next decision](#)

Charts

Market Share

Investment and Profits

Market Sales and Inventory

Segment Leaders Top 5

Market Evolution

Market Change

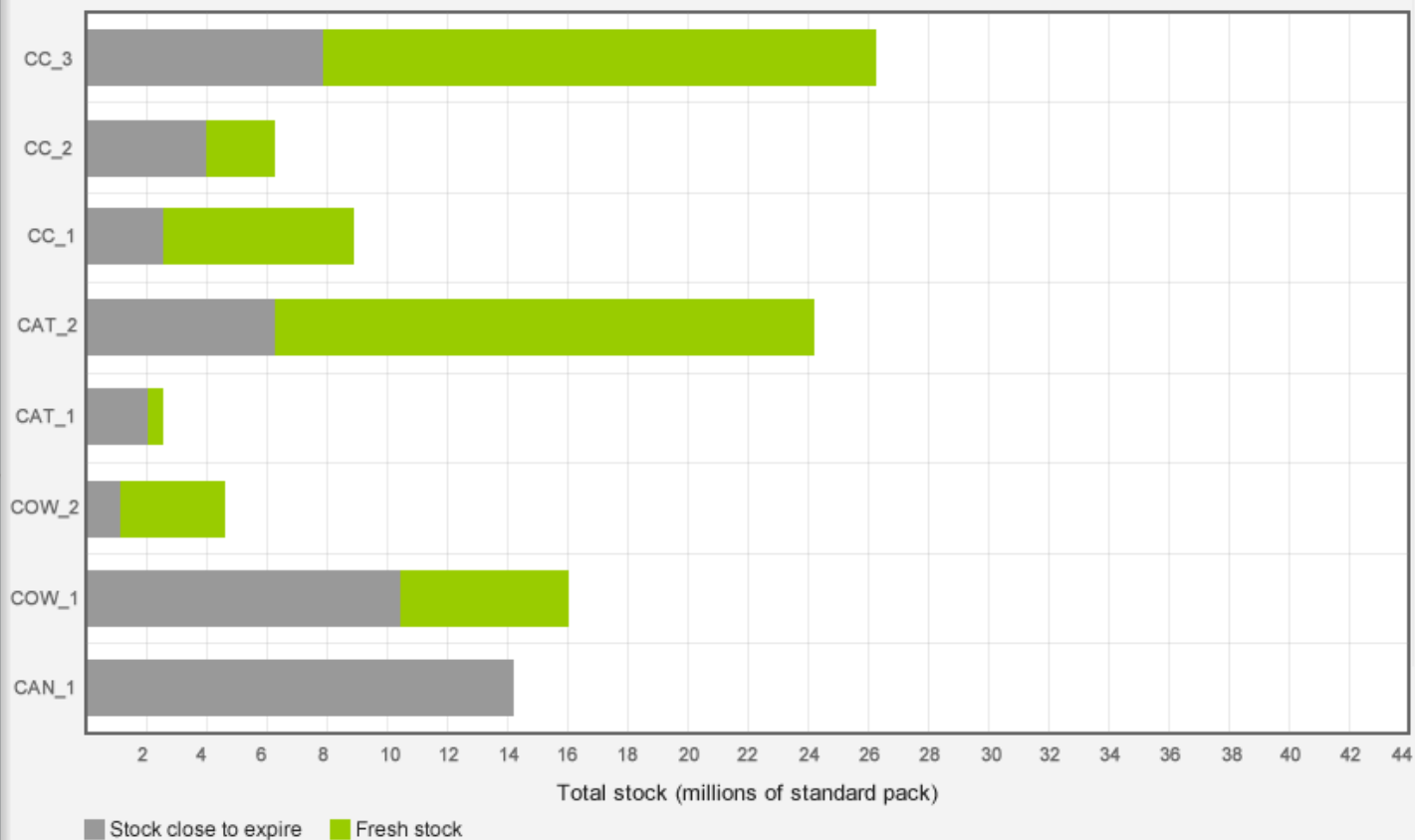
Perception Maps

Inventory Report >

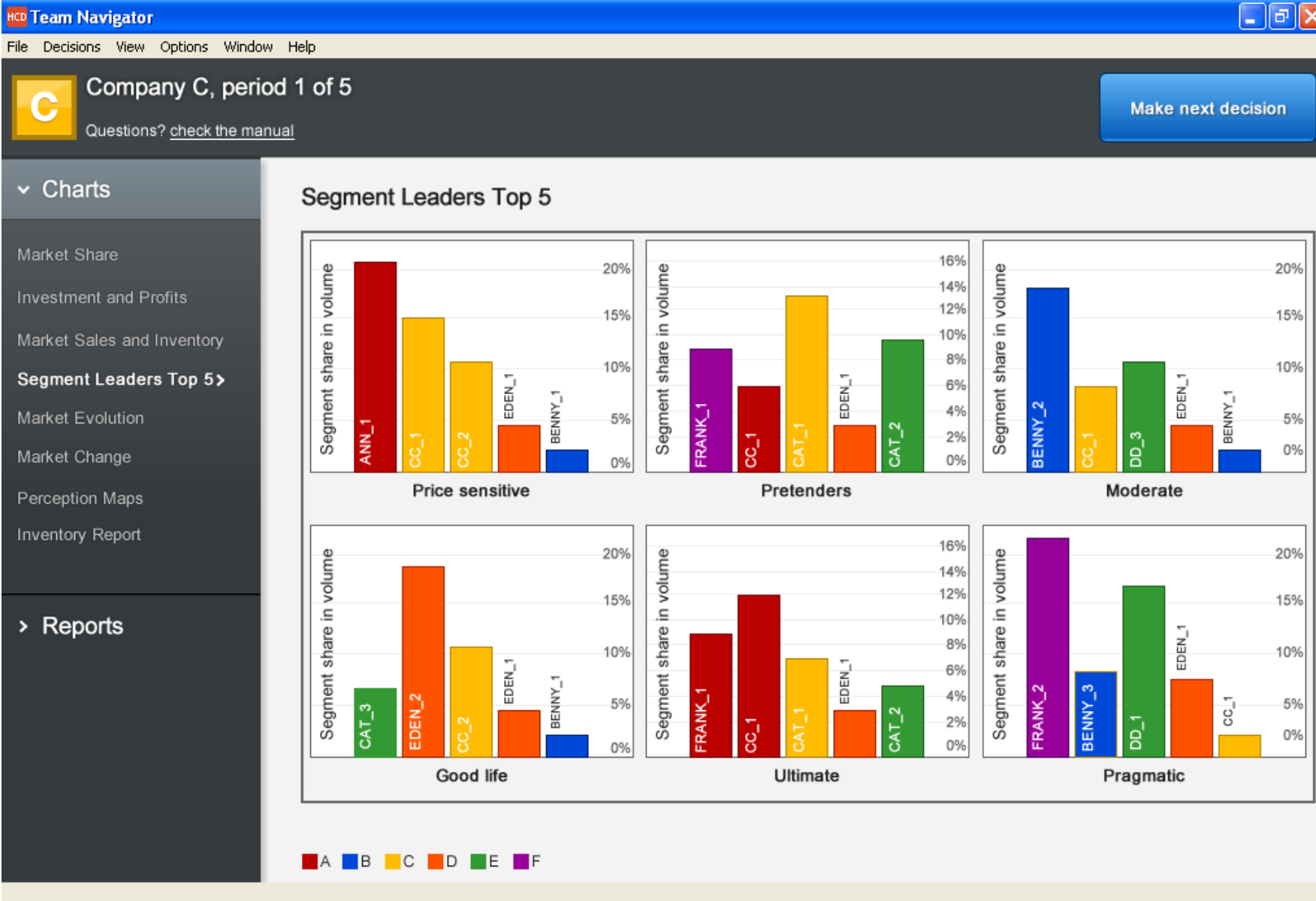
> Reports

Inventory report

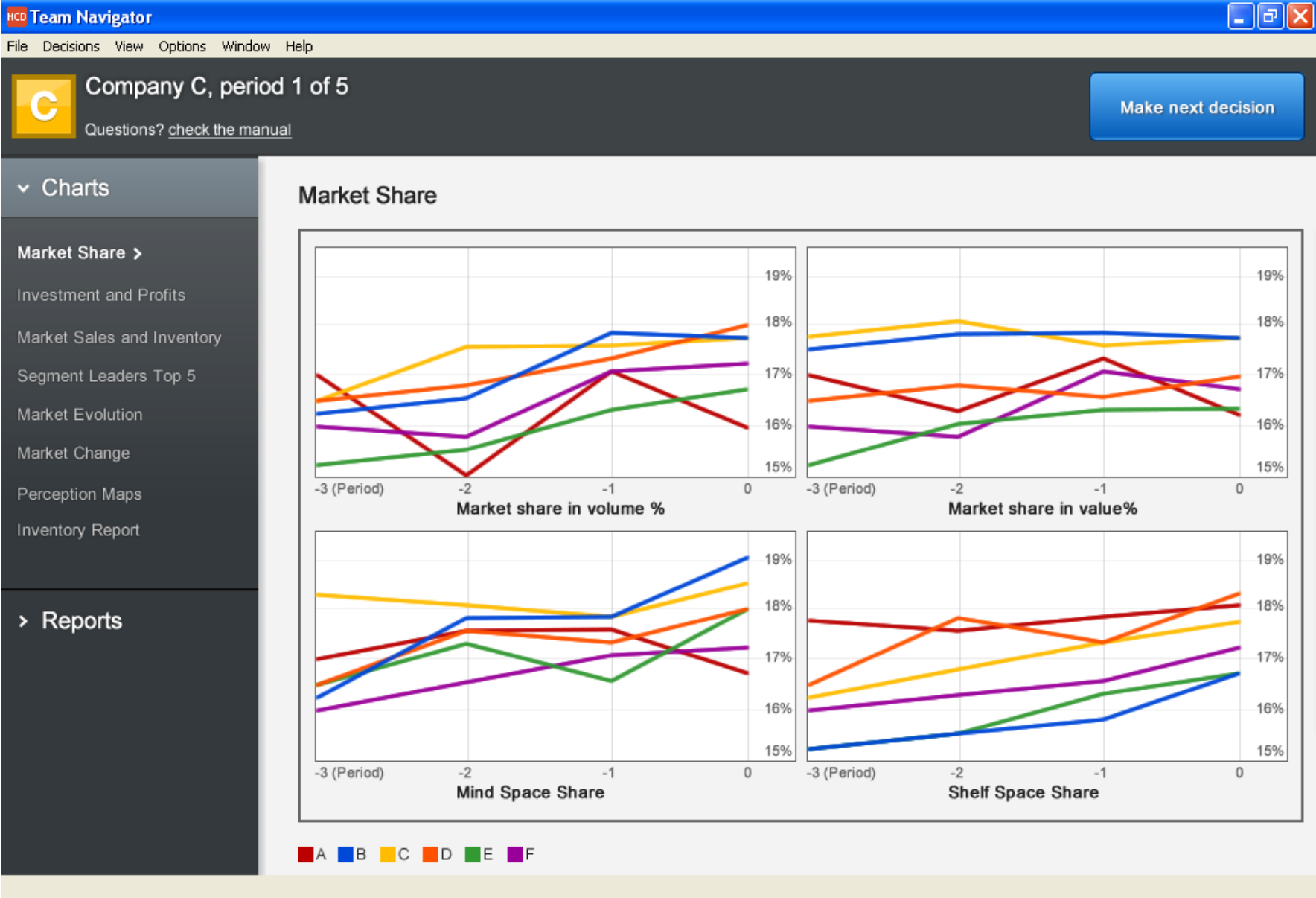
SKUs



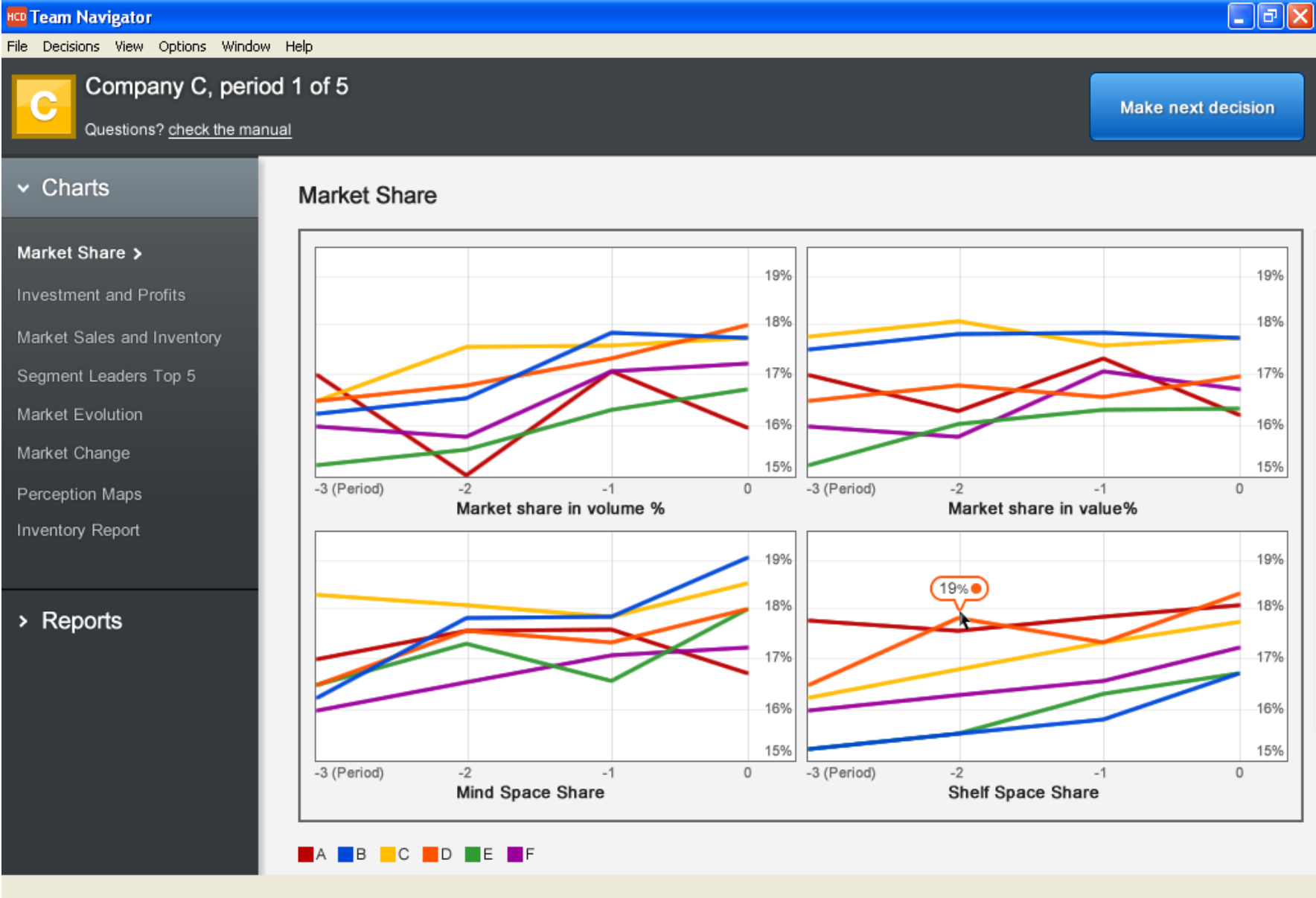
Inventory report



Segment leaders Top 5



Market Share



Market Share

HCDTeam Navigator

FileDecisionsViewOptionsWindowHelp

C

Company C, period 1 of 5

Questions? [check the manual](#)

Make next decision

> Charts

> Reports

Companies status

Financial data

Segment distribution

Competitor info

Competitive intelligence >

Market trends

Competitive intelligence

VisualizationQuarterCompanies

Advertising (\$ mln)Sales force cost (\$ mln)Trade investment (\$ mln)Trade investment (\$ mln)...

Companies	Quarter -3	Quarter -2	Quarter -1	Quarter 0	
Company A	105,54	107,65	109,80	112	
Company B	105,54	107,65	109,80	112	
Company C	105,54	107,65	109,80	112	
Company D	105,54	107,65	109,80	112	
Company E	105,54	107,65	109,80	112	
Company F	105,54	107,65	109,80	112	

Competitive intelligence

Spending versus Budget

Decisions	CC	CAT	COW	Total
Sales Force	105,54	10,65	98,17	271,18
Consumer Communication	17,82	131,95	67,80	812,12
Consumer Promotions	104	22,98	98,22	198,19
Trade Expenses	85,54	107,65	19,80	461
Estimated Additional Trade Margin Cost	205,22	52,86	16,91	87
Estimated Wholesale Bonus Cost	62,58	21,85	28,12	819,90
Avaiable Budget				3.271
Investment in Processing Technology				182%
Total Investment				5%
Average Budget per Period				22,25%
Total Invesment Budget				187
Cumulated Previous Investments				8
Investment in Production Efficiency				1%
Normal Capacity Extension (mln)				2

Total spending details

HCD Team Navigator

MARKSIMOS

FAST MOVING CONSUMER GOODS

User: Password:

Seminar ID: Login mode:

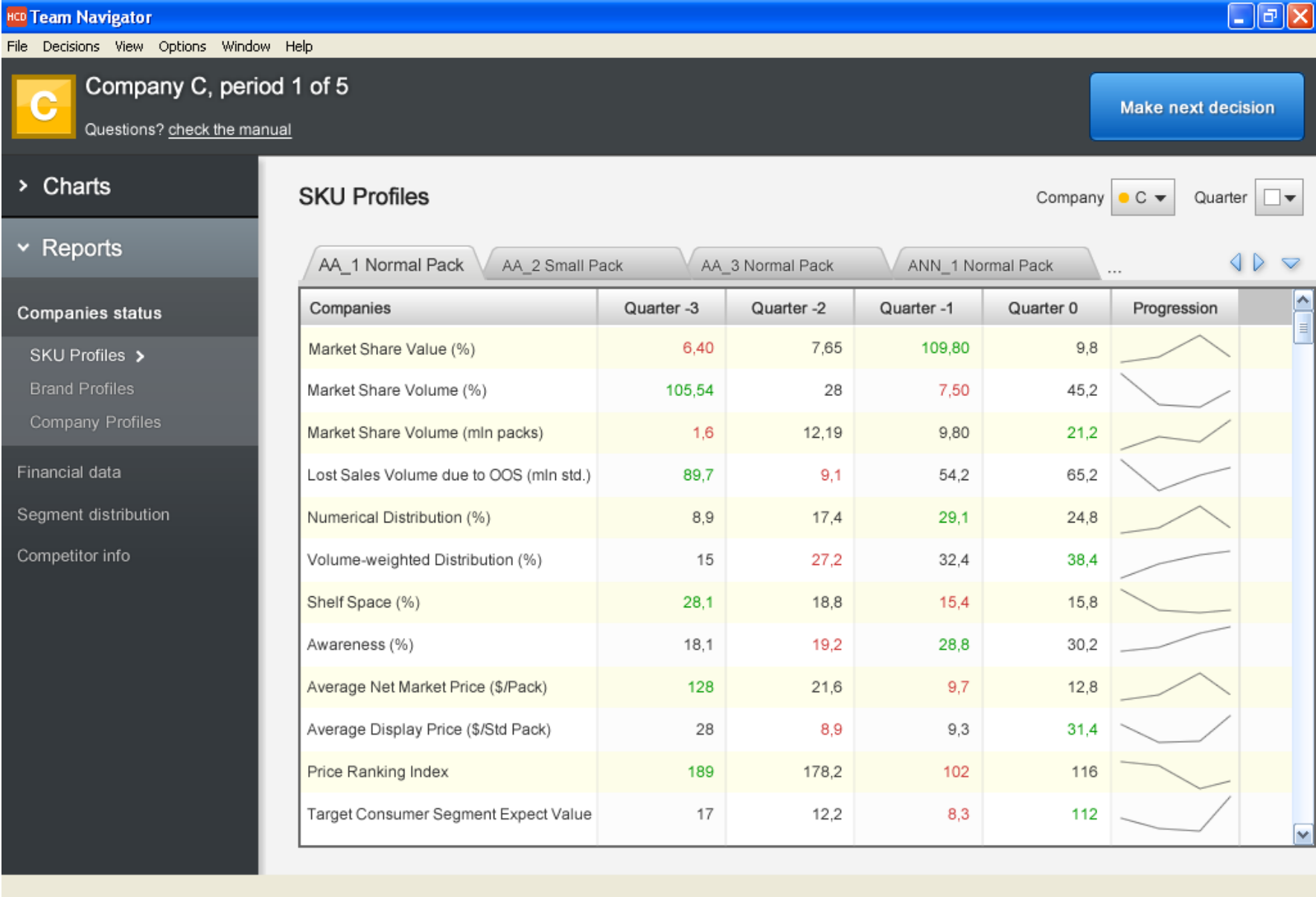
Host adress



Login window



About window



SKUs Profiles

Step 2 of 4

Brand: CC

Step 2 of 4

Decisions	For all SKUs			
Sales force *	\$mIn			0.00
Decisions	CC_1	CC_2	CC_3	Add SKU
Discontinue?				
Processing technology	6	6	6	
Ingredients quality	0.00	0.00	0.00	
Packaging size				
Production volume	100	100	100	
Manufacturers price	2.4	2.4	2.4	
Reprice factory stock				
Consumer communication	2.3	2.3	2.3	
Target consumer segment				
Consumer promotions Schedule				
Trade expenses	1.2	1.2	1.2	
Additional trade margin	1	1	1	
Wholesale Minimum Volume	3.4	3.4	3.4	
Wholesale Bonus Rate	5	5	5	

Delete this SKU

Delete this brand

Back

Continue

▼ Help

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▼ Budget and capacity

Total budget: 89%

Normal capacity: 100%

Overtime capacity: 100%

Product portfolio

Launch a new brand

Additional budget

Spending details

Decision input

Step 2 of 4

Brand: CC

Decisions	For all SKUs		
Sales force *	\$mIn		
Decisions	CC_1	more info	CC_2
Discontinue?			
Processing technology		6	6
Ingredients quality		0.00	0.00
Packaging size			
Production volume		100	100
Manufacturers price		2.4	2.4
Reprice factory stock			
Consumer communication		2.3	2.3
Target consumer segment			
Consumer promotions Schedule			
Trade expenses		1.2	1.2
Additional trade margin		1	1
Wholesale Minimum Volume		3.4	3.4
Wholesale Bonus Rate		5	5

Delete this SKU

Delete this brand

CC_1 Additional information

SKU:1 (Period 1)		
	In Pack units	In Standard units
Stocks at Factory (mln Packs)	38.009	38.009
Stock at wholesalers (mln Packs)	5.281	3.671
Unit Production cost	1.32	0.00
Wholesale price	0.00	0.00
SKU:1 (Period 0)		
	In Pack units	In Standard units
Market Sales (mln Packs)	38.009	38.009
Shipments to retailers (mln Packs)	5.281	3.671
Unit production cost	1.32	0.00
Average consumer price (\$)	0.00	0.00
Unit production cost	1.32	0.00
Average consumer price (\$)	0.00	0.00
SKU Additional information		
Expected maximal sales value (EMSV in \$mIn)		254
Expected Gross Margin (%)		44.0%
Consumer Communication as % of EMSV		0.00%

Back

Continue

Additional budget

Spending details

Decision input

Step 2 of 4

Brand: CC

Step 2 of 4

Decisions	For all SKUs			
Sales force *	\$mIn			0.00
Decisions	CC_1 more info	CC_2 more info	CC_3 more info	Add SKU
Discontinue?				
Processing technology	6	6	6	
Ingredients quality	0.00	0.00	0.00	
Packaging size				
Production volume	100	100	100	
Manufacturers price	2.4	2.4	2.4	
Reprice factory stock				
Consumer communication	2.3	2.3	2.3	
Target consumer segment				
Consumer promotions Schedule				
Trade expenses	1.2	1.2	1.2	
Additional trade margin	1	1	1	
Wholesale Minimum Volume	3.4	3.4	3.4	
Wholesale Bonus Rate	5	5	5	

Delete this SKU

Delete this brand

Back

Continue

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▼ Budget and capacity

Total budget: 89%

Normal capacity: 100%

Overtime capacity: 100%

Product portfolio

Launch a new brand

Additional budget

Spending details

Decision input

Step 2 of 4

Brand: CC

Step 2 of 4

Decisions	For all SKUs			
Sales force *	\$mIn			0.00
Decisions	CC_1 more info	CC_2 more info	CC_3 more info	Add SKU
Discontinue?	<input type="checkbox"/> Yes			
Processing technology	<input type="text" value="3"/>	6	6	
Ingredients quality	<input type="text" value="5"/>	0.00	0.00	
Packaging size	<input type="text" value="Standard"/>			
Production volume	<input type="text" value="8,2"/>	100	100	
Manufacturers price	<input type="text" value="\$ 2.4"/>	2.4	2.4	
Reprice factory stock	<input type="checkbox"/> Yes			
Consumer communication	<input type="text" value="\$mIn 2.3"/>	2.3	2.3	
Target consumer segment	<input type="text" value="1. Price sensitive"/>			
Consumer promotions Schedule	<input type="checkbox"/>			
Trade expenses	<input type="text" value="\$mIn 1.2"/>	1.2	1.2	
Additional trade margin	<input type="text" value="% 1"/>	1	1	
Wholesale Minimum Volume	<input type="text" value="\$mIn 3.4"/>	3.4	3.4	
Wholesale Bonus Rate	<input type="text" value="% 5"/>	5	5	

Delete this SKU

Delete this brand

Back

Continue

▼ Help

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▼ Budget and capacity

Total budget: 89%

Normal capacity: 100%

Overtime capacity: 100%

Product portfolio

Launch a new brand

Additional budget

Spending details

Decision input

Step 2 of 4

Brand: CC

Step 2 of 4

Decisions	For all SKUs			
Sales force *	\$mIn			0.00
Decisions	CC_1 more info	CC_2 more info	CC_3 more info	Add SKU
Discontinue?	<input type="checkbox"/> Yes			
Processing technology	<input type="text" value="3"/>	6	6	
Ingredients quality	<input type="text" value="5"/>	0.00	0.00	
Packaging size	<input type="text" value="Standard"/>			
Production volume	<input type="text" value="8,21"/>	100	100	
Manufacturers price	\$ <input type="text" value=""/>	2.4	2.4	
Reprice factory stock	<input type="checkbox"/>			
Consumer communication	\$ <input type="text" value=""/>	2.3	2.3	
Target consumer segment	<input type="text" value="1. Price sensitive"/>			
Consumer promotions Schedule	<input type="checkbox"/>			
Trade expenses	\$mIn <input type="text" value="1.2"/>	1.2	1.2	
Additional trade margin	% <input type="text" value="1"/>	1	1	
Wholesale Minimum Volume	\$mIn <input type="text" value="3.4"/>	3.4	3.4	
Wholesale Bonus Rate	% <input type="text" value="5"/>	5	5	

Range:

From:

1

To:

199

▼ Help

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▼ Budget and capacity

Total budget: 89%

Normal capacity: 100%

Overtime capacity: 100%

Product portfolio

Launch a new brand

Additional budget

Spending details

Delete this SKU

Delete this brand

Back

Continue

Decision input

Assets

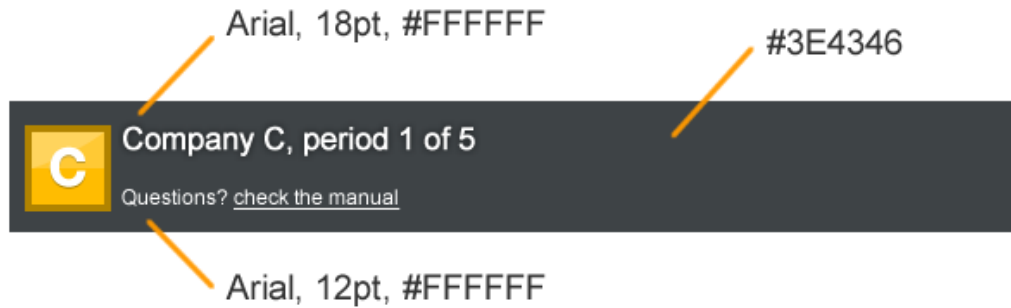


Make next decision

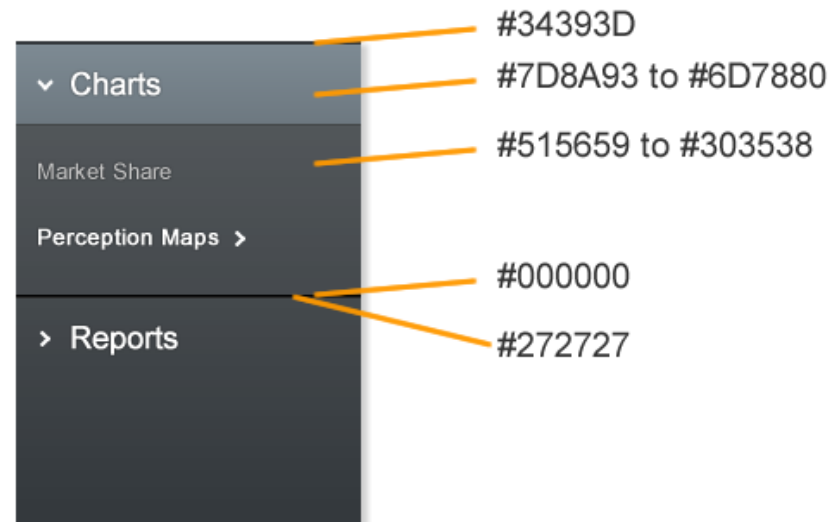
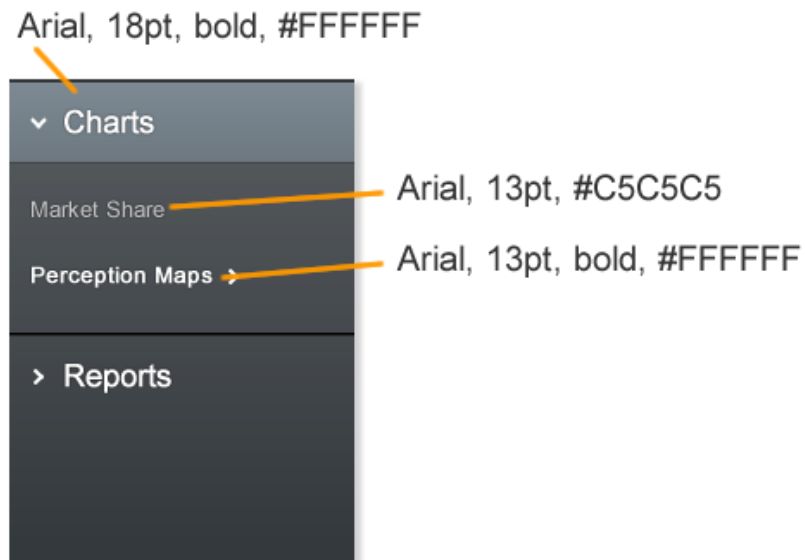
Assets

Colors and typography

Colors and typography details

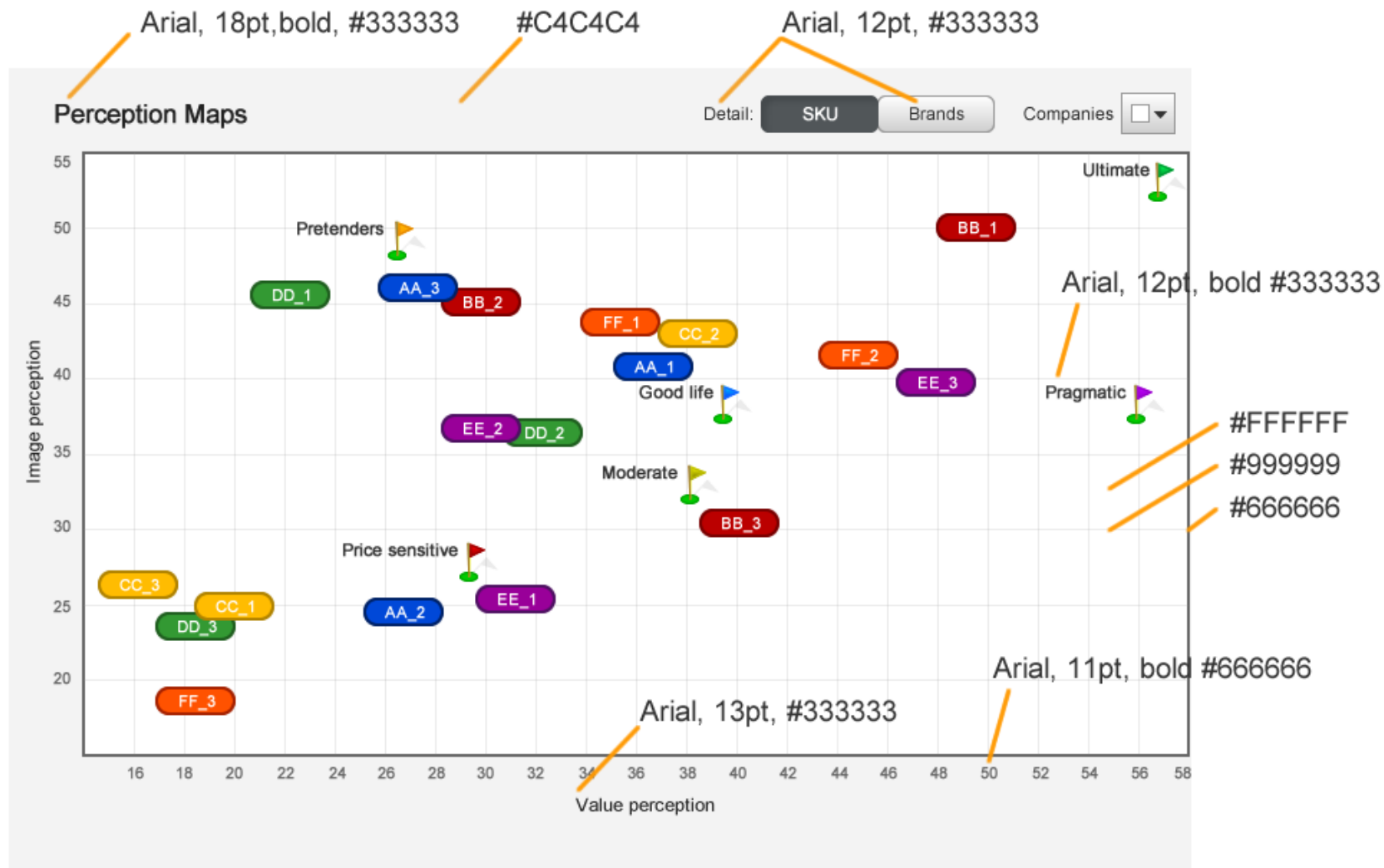


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- #FF5200



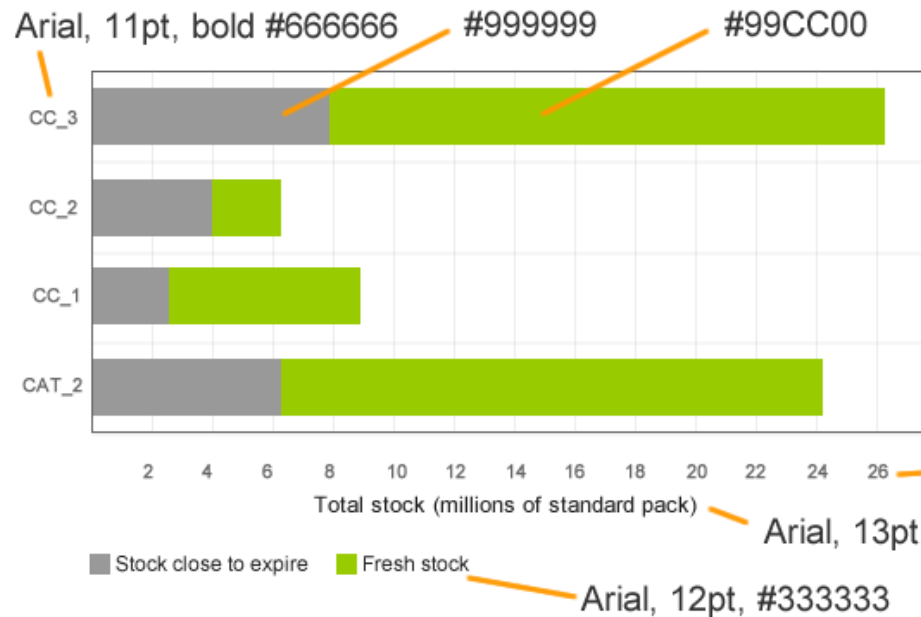
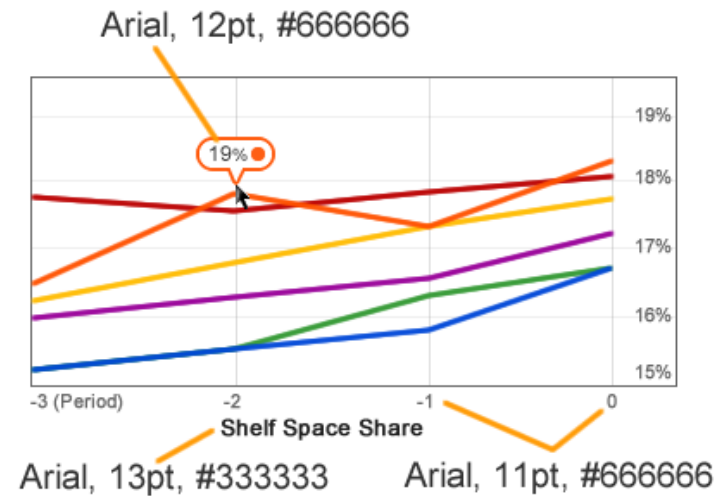
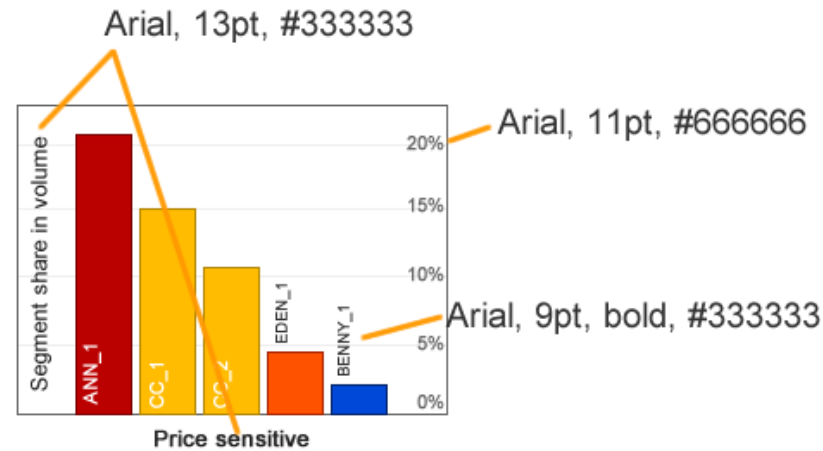
Colors and typography

Colors and typography details



Colors and typography details

Colors and typography details



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User:

Team 3

Colors and typography

Colors and typography details

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Companies	Quarter -3	Quarter -2	Quarter -1	Quarter 0	
Market Share Value (%)	6,40	7,65	109,80	9,8	
Market Share Volume (%)	105,54	28	7,50	45,2	
Market Share Volume (mln packs)	1,6	12,19	9,80	21,2	
Lost Sales Volume due to OOS (mln std.)	89,7	9,1	54,2	65,2	
Numerical Distribution (%)	8,9	17,4	29,1	24,8	
Volume-weighted Distribution (%)	15	27,2	32,4	38,4	
Shelf Space (%)	28,1	18,8	15,4	15,8	
Awareness (%)	18,1	19,2	28,8	30,2	
Average Net Market Price (\$/Pack)	128	21,6	9,7	12,8	
Average Display Price (\$/Std Pack)	28	8,9	9,3	31,4	
Price Ranking Index	189	178,2	102	116	
Target Consumer Segment Expect Value	17	12,2	8,3	112	

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Colors and typography

Colors and typography details

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Decisions	CC_1	more info
Discontinue?		
Processing technology		6
Ingredients quality		0.00
Packaging size		
Production volume		100
Manufacturers price		2.4
Reprice factory stock		
Consumer communication		2.3
Target consumer segment		
Consumer promotions Schedule		
Trade expenses		1.2
Additional trade margin		1
Wholesale Minimum Volume		3.4
Wholesale Bonus Rate		5

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Production volume	100
Production volume	8,21
Range:	
From:	1
To:	199

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Colors and typography

Colors and typography details

CC_1 Additional information

SKU:1 (Period 1)

	In Pack units	In Standard units
Stocks at Factory (mln Packs)	38.009	38.009
Stock at wholesalers (mln Packs)	5.281	3.671
Unit Production cost	1.32	0.00
Wholesale price	0.00	0.00

SKU:1 (Period 0)

	In Pack units	In Standard units
Market Sales (mln Packs)	38.009	38.009
Shipments to retailers (mln Packs)	5.281	3.671
Unit production cost	1.32	0.00
Average consumer price (\$)	0.00	0.00
Unit production cost	1.32	0.00
Average consumer price (\$)	0.00	0.00

SKU Additional information

Expected maximal sales value (EMSV in \$mln)	254
Expected Gross Margin (%)	44.0%
Consumer Communication as % of EMSV	0.00%

Annotations:

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Colors and typography

Colors and typography details

