Homework Xerox Range Pricing and Price Optimization

Due date: Nov 18, and team of 3.

The objective of this assignment is to learn how to implement and populate complex commerce and trade models. You are to design and implement **solution selling** services. The service enables companies to **bundle products** as solutions customized to the needs of **customers** in specific **markets** coming in through specific **channels**. The range pricing technique (floor, target, ceiling) must extended to solution selling as well.

In this exercise, implement the Xerox sales process for solution selling by mapping the process to java classes and then populate the model with products, solutions, customers, solution orders by customer and sales person, and sales personnel as well as markets. In addition, you are required to read the above data from files. Once the data is loaded to the model instances, you are required to aggregate the data and output a **Sales Analytics Report** in the form of a dashboard. Your report must answer the following questions in terms of sales revenues

1) Our top 3 best negotiated solutions (meaning solutions that sell above target) broken down by market segments.
2) Our 3 best customers (customers who buy about target price)
3) Our top 3 best sales people (sell higher that target)
4) Our total marginal revenue broken down by market that is above or below expected target (actual minus target).
5) Determine if the company is pricing its solutions correctly. Show how to update price ranges so prices perform at optimum levels (higher and lower targets).

There is no need for a UI for this assignment. Printing the results on the command line will be sufficient.

Roughly speaking, the use-cases of interest which will drive how we populate models instances work as follows:

Configuration:

1. Define Business
2. Define markets
3. Define valid channels for each market
4. Define market and channel combinations

Marketing

1. Manage solution catalog
2. Define solution bundles for different markets/channel combinations

3. Select products for the solution bundles
4. Assign prices for each bundle/market/channel combination
5. Classify Customers in certain market/channel combination
6. Order solutions from the solution catalog based on customer market profile

Sales

Login identification procedure will work as follows:

1. Sales person logs in
2. Customer intent to buy.
3. System identifies customer as belonging to a specific market (coming through the identified channel. (For this assignment derive the channel by assuming we asked the customer: how did you about us?)
4. Solutions tailored for the identified market-channel combination displayed for the user.
5. Customer initiates a new solution order for the customer
6. Order solutions from the solution catalog based on customer market profile

Grading:

Basic: [to B]

- Reading and configuring solution and pricing data through files
- Able to produce 2 components of the sales intelligence report outlined above

Features: [B+ to A-]

- All of the above basic
- Able to produce all components of the sales intelligence report outlined above

Innovative: [-A to A]

- Build a swing UI for the shopping cart screen (Xerox) for solution selling along with embedded intelligence data to enable real-time feedback for sales
- Show how the sales person can leverage the data from the Sales Intelligence report during sales to push for higher actuals over targets using market and solution performance data.