

## 0.1 Marketing:

The marketing has an Advertiser model which represents the marketing packages and the Ad model which will hold the companies created ads.

The Avertiser model has:

- A name which is unique for each one
- A min and max price to determine the range of package prices
- A real price which is system calcaulted
- The min and and max market impact percentage which will be raise the demand by  $\text{demand} * (1 + \text{sum of all created currently runnings ads percentages})$
- Duration days which will set the ad duration.

The Ad model has:

- The price the ad was created for
- The duration of the ad
- The percentage impact which is system assigned
- The status active or completed
- The started and completed timestapms
- The company, the product, the advertiser relationships.

For the moment all the system in admin to create the advertisers and ad are done + the system that impacts the demand.

What's left:

- The company side page which will show all advertisers and ads similar to banks and loans.
- This page should have the create ad which expects the company (it's auto assined to request by system chack Comapny/LoansController store method), The product which the conmpany choosed to advertise and the advertiser (The package)
- The store should the use the Services/AdsService createAdPackage and pass the company, the product and the avertiser and you are done here.
- The store should use a form request similar to Loans/BorrowMoneyRequest which will expexts in the rules the product, the advertiser id and in the withValidator use Services/ValidationService validateAdPackagePurchase method
- To get the list of products in the select2 which the company have check how we did it in: Ressources/js/pages/Company/Purchases/PurchasePage.svelte

- For advertisers make a controller for fetching via json and returning the svelte view as in: Banks/Index.svelte and Conrollers/Company/BanksController
- Don't forget the routes for displaying advertisers, ads, and a store method to create the ad, with the names
- The create modal ad, you can check the loans create ad for the logic
- Add in the js/Pages/Components/CompanyNavbar a new section to navigate to advertisers and ads, use fontawesone for icons.

## 0.2 Dashbaord:

The dashboard will display different stats to companies: I suggest to create a stats model which contains the type of stat (funds, loans, marketing....) and then the value and the date timestamp.

Then we create a command in Console/Commands to calculate each day the stats for eg: - Funds: We get each company and then we sum all its funds for the SettingsService::getCurrentTimestamp()

I suggest to create a service called stats service that has all functions so we don't complicate commands, commands will just fetch companies and pass it to the service function.

Then add a route and controller and pages in company to display the stats use: apex-Charts. Check metronic for html elements: <https://keenthemes.com/metronic/starter-kits/html/layout-9> just copy paste them as the bg uses these components.

## 0.3 Leaderboard:

We need a leaderbaord that uses funds - unpaid loans - carbon + reserahc level with some weights. I suggest to do funds / biggest company funds to normalise to 0-1. (carbon / biggest company carbon)...

## 0.4 Events:

We need the:

- Impact some products demand: create an event in: Console/Commands/Events that impacts some products-¿demands in a gameweek range. Multiply the min and max demand by a factor. Add another events that will do the reverse so we reset the demand to its initial state. Add a notification type in the notification model and a method to create it in the notificationsService.
- Impact some employees performance to simulate (greve): Same thing create an event that fetches some employees profiles and then get the companies and their employees with the that profile and subtract from their perfomace so the production will become slow or make it 0 to stop it completely.