

NewShoes

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Simulation Results

Performance Measures for Period 1, ind2:

| Company | Cuml. Unit Sales | Cuml. Return on Marketing | | Cuml. Net | Overall Customer Satisfaction |
|-------------------------|------------------------|---------------------------------|--------|------------|-------------------------------------|
| Sole Purpose (01) | 295,464 | 86.8 | 27.3 | 6,634,878 | 73.9 |
| Flashx (02) | 274,541 | 30.0 | 12.7 | 2,807,422 | 71.0 |
| Coastra (03) | 191,492 | 13.6 | 7.3 | 1,341,909 | 60.8 |
| Sporties (04) | 219,719 | 31.3 | 13.2 | 2,672,805 | 66.3 |
| Vorsa (05) | 14,370 | -102.3 | -462.3 | -8,635,635 | 43.4 |
| PacePro (06) | 174,138 | 16.6 | 9.0 | 1,523,214 | 61.0 |
| PeakPulse Footwear (07) | 203,981 | 35.2 | 15.8 | 3,038,443 | 63.4 |
| 08 | 186,481 | 2.2 | 1.3 | 237,247 | 58.1 |
| 09 | 186,481 | 2.2 | 1.3 | 237,247 | 58.1 |

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