The input variables and their features:

1. Project
2. Team
   1. Products/Brands (Product A, Product B)
      1. Product Name
      2. Status
      3. Link to R&D Project
   2. R&D
      1. Project Name
      2. Project Specifications
         1. Product Weight
         2. Product Design
         3. Product Volume
         4. Product Max Freq
         5. Product Power
         6. Project ‘s Requested Base Cost
         7. Budget Required (\* 6 and 7 options will be calculated on the client side, depending upon the input by the user and various other logic)
   3. Marketing Mix:
      1. Product Specifications:
         1. Base R&D Project (only display)
         2. Brand Production Level
         3. Inventory sold to trading company (Current Inventory) ()
         4. Pricing
         5. Advertising Expense
            1. Advertising Media Budget
            2. Advertising Research Budget
         6. Target Segmentation
            1. % on Buffs
            2. % on Professionals
            3. % on High Earners
            4. % on Singles
            5. % on Others
         7. Perceptual Objectives
   4. Sales Force
      1. Number of sales people in these distribution channels
         1. Specialty stores
         2. Departmental Stores
         3. Mass Merchandisers
      2. Sales force Cost (shall be calculated based on input from i above)
      3. Sales force effort
3. Specialty stores
   * + - 1. % allocation for all brands available
4. Departmental Stores
   1. % allocation for all brands available
5. Mass Merchandisers
   1. % allocation for all brands available

**Proposed Data Structure Query Table Format – Input Variables**

**Brand Characteristics Table**

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Period | Team  Name | Brand  Name | Status | Project  Name | Weight | Design | Volume | Max  Freq | Power | Base  Cost | Retail  Price |

Perception values

**R&D Projects Table**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Period | Team  Name | Project  Name | Weight | Design | Volume | Max  Freq | Power | Requested  Base  Cost | Budget  Allocated |

Actual data values

s

**Production Table**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Period | Team  Name | Brand  Name | Quantity  Produced  (Input) | Quantity  Sold  (Calculation) | Inventory  Sold to  Trading Unit | Current  Inventory |

**Advertisement Input Table**

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Period | Team  Name | Brand  Name | Ad Media  Budget | Ad Research  Budget | Buffs | Profs | High  Earners | Singles | Others |

Target Segment (%)

s

**Advertisement Processed Table**

Budget Expenditure (money)

s

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Period | Team  Name | Brand  Name | Buffs | Profs | High  Earners | Singles | Others |

**Sales Force and Distribution Table**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Period | Team  Name | Brand  Name | Sales force in  Specialty  Stores | Sales force in  Departmental  Stores | Sales force in  Mass  Merchandisers |