DEMAND FACTORS

Guide for external and internal demand factors in the Global Management Challenge simulator and their influence on demand for products in the markets.

Internal factors of demand are factors of demand, which elasticity does not depend on market share occupied by all companies in the group:

1. Direct advertising - demand is equal for markets and products, linear function y = k \* x
2. Corporate advertising - demand is equal for markets and products, linear function y = k \* x
3. Commission of agents and distributors - demand depends on market, is equal for products, linear function y = k \* x
4. Number of agents and distributors - demand is equal for markets (acts only in EU and Nafta) and products, power function y = k ^ x
5. Support of agents and distributors - demand depends on market (acts only in Internet), is equal for products, power function y = k ^ x
6. Estimated level of failed visits - demand depends on market (acts only in Internet), is equal for products, linear function y = k \* x
7. Training - demand is equal for markets and products, power function y = k ^ x
8. Management budget - demand is equal for markets and products, power function y = k ^ x
9. Website development - demand depends on market (acts only in Internet), is equal for products, power function y = k ^ x
10. Seasonality - demand depends on market, is equal for products, constant
11. Backlog of orders - demand is equal for markets and products, linear function y = k \* x

External factors of demand are factors of demand, which elasticity depends on market share occupied by all companies in the group:

1. R&D - demand depends on market and product, linear function y = k \* x
2. Prices - demand depends on market and product, hyperbolic function y = k / x
3. High quality raw materials - demand depends on market and product, linear function y = k \* x
4. Assembly - demand depends on market and product, power function y = k ^ x

Elasticity of external demand factors depends on market share in previous period in addition to its own function. The higher overall market share occupied by companies, the less elasticity of factors.

需求因素

全球管理挑战模拟器中的外部和内部需求因素指南及其对市场产品需求的影响。

需求的内在因素是需求因素，弹性不依赖于集团所有公司占有的市场份额：

1. 直接广告－需求是相等的对于产品和市场，线性函数 y = k \* x
2. 形象广告－需求是相等的对于产品和市场，线性函数 y = k \* x
3. 代理商和经销商佣金－需求取决于市场，对各产品相同，线性函数 y = k \* x
4. 代理商和经销商数量－需求是相等的对于市场（仅国内和北美）和产品，幂函数y = k ^ x
5. 代理商和经销商支持费用－需求取决于市场（仅互联网），对各产品相同，幂函数y = k ^ x
6. 估计访问失败的水平－需求取决于市场（仅互联网），对各产品相同，线性函数y = k \* x
7. 培训－需求是相等的对于产品和市场，幂函数y = k ^ x
8. 管理预算－需求是相等的对于产品和市场，幂函数y = k ^ x
9. 网站建设－需求取决于市场（仅互联网），对各产品相同，幂函数y = k ^ x
10. 季节性－需求取决于市场，对各产品相同，常数
11. 积压订单－需求是相等的对于产品和市场，线性函数y = k \* x

外部需求因素是需求因素，其弹性取决于集团所有公司占有的市场份额：

1. 研发－需求取决于市场和产品，线性函数y = k \* x
2. 价格－需求取决于市场和产品，反比例函数y = k / x
3. 高品质原材料－需求取决于市场和产品，线性函数y = k \* x
4. 组装时间－需求取决于市场和产品，幂函数y = k ^ x

外部需求因素的弹性除了自身功能外，还取决于前一期间的市场份额。 公司占有的整体市场份额越高，因素弹性越小。