

## INTEGRATION OF ANALYSIS, FEEDBACK AND GRADING TOOLS IN MARKSTRAT MAY 2013

Dear Professor

We are delighted to announce that new features will be available in Markstrat on May 27<sup>th</sup>.

**All** the additions will be available in Markstrat 2012 Durable Goods, Consumer Goods and B2B industries created after May 27<sup>th</sup>. Customized scenarios and industries created before this date will not benefit from these upgrades (only analysis charts in semantic and MDS studies).

Detailed explanations on all these additions will be available in the instructors guide, participant handbook and introduction slides. A separate online document will be provided for Analysis Tools in order to not disturb students who do not use them.

To upgrade Markstrat, StratX will need to interrupt its service on Monday May 27<sup>th</sup> between 9AM and 10AM EDT. Should you have a course running at this time with Markstrat, please contact us as soon as possible.

### 1. Feedback from coach

- Available in the company results section, this feedback will provide teams observations on their firm and brands situations on the market and gives some advice.

This feedback will not be available by default, which means that you will have to choose whether or not and when to make it available to teams.

### 2. Analysis Charts to help teams better understand market perception and relationship between R&D and positioning

- **Evolution of ideal points**, very useful to understand the evolution curve and speed of ideal points
- **Relationship between physical Characteristics and perception**, a great piece of information to understand how R&D can affect positioning

These charts will be added to both Semantic Scales and Multidimensional Scaling studies.

### 3. Analysis Tools (present in previous versions of Markstrat) to help teams develop sound R&D projects

- **Regression Based charts**
  - ✓ Ideal Value Trend – Regression analysis & Prediction, to estimate position of ideal points in 1 or 2 periods
  - ✓ Ideal Characteristics Estimates. Proposed in a graphical format with best-fit lines and in a Regression Analysis & Prediction tabular format to determine precisely the level of characteristics requested to achieve ideal points.
- **Product Development Tool** available to modify an existing brand or create a new one to target a desired position on semantic and multidimensional scales. This tool will allow teams to make assumptions with their own brands but also with competing brands.
- **Growth Share Matrix** available to design sound portfolio strategies. This tool will be available either with all marketed brands or by market (Sonite/Vodite). We recommend that professors start making it available when enough brands are launched. As for the product development tool, the Growth Share Matrix will allow teams to oversee competitors' portfolios.

All these tools will not be available by default. You will have to choose whether or not and when to make them available to teams, depending on the class level of studies and course objectives.

Teams will find them in a new ANALYZE / TOOLS section, below market research studies.

#### **4. New loans formula**

To respond to high demand from professors, we have revisited the loans formula to better differentiate it with budget increases. The new formula will show the capital borrowed in the P&L statement at period P; only interest rates will be charge in P, and teams will start reimbursing their loans in P+1.

This will allow you to use budget increases for marketing actions, and loans for R&D investments, which is more realistic.

#### **5. Instructors Grading Tool**

Available in the Decision Round Dashboard, you will be able to customize the way you want to grade your teams with a selection of key performance indicators. The grading tool will allow you to select the importance of each indicator in the grade, the minimum and maximum grades, as well as the target the class average.

Grades may be copied into Excel to integrate in your own grading system.

#### **6. Results Announcement tools**

This tool also available in the Decision Round Dashboard proposes a sound selection and sequence of graphs to present results at each round.

In addition, automated comments and footnotes will be integrated to make this presentation lively and explanatory.

You will be able to show these results live in the class, or send the URL directly to teams by email.

We hope that you will enjoy the added value provided by these upgrades, and that they will make your Markstrat programs an even greater success!

***The StratX Simulations Team***