

MMT41[®]

Simulation	Year
Company name	Company
INFORMATION	
PER CAPITA INCOME	
A €	Y \$
STANDARD COST PER UNIT	FINANCIAL VARIABLES
Standard cost of L € Standard cost of T €	Overdraft interest rate % Loans % Upfront fee % Prepayment penalty % Loan maturity Años
EXCHANGE RATE	Interest rate - loans % Financial investments % Interest rate - financial investments % Early withdrawal fee %
FINANCE	
Loan requested Loan prepayment Financial investments	€
	PRODUCTION
Investment in fixed assets	FRODUCTION Froduction schedule (units)
	NUMBER OF BRANCHES
Branch offices per market A Y	
HUMAN RESOURCES	
Number of sales reps per branch AS AT	Salesforce salary Market Fixed salary Variable salary A € %
RESEARCH	
Market research surveys12345678910111213141516171819Market research budget \in	

	PRODUCT – MILK (L)
MRSP	ADVERTISING
AG €	Advertising campaign A
AG €	Vehicle Number of ads Budget
AT €	Display network and Remarketing (DR) €
YG €	Press (PR) €
[]	Radio (RA) €
Retailer margin	Social media (SM) €
AG €	Television (TV) €
AS€	TOTAL €
AT €	Advertising campaign Y
YG €	Vehicle Number of ads Budget
	Display network and Remarketing (DR) \$
Percentage of shelf space	Press (PR) \$
AG %	Radio (RA) \$
AS %	Social media (SM) \$
AT %	Television (TV)
YG %	TOTAL \$
Number of promotions	Type of promotion Detail
AG	€
AS	€
AT	€
YG T	
	PRODUCT – YOGURT (T)
MDCD	
MRSP	ADVERTISING
AG€	ADVERTISING Advertising campaign A
	ADVERTISING
AG€	ADVERTISING Advertising campaign A
AG € AS €	ADVERTISING Advertising campaign A Vehicle Number of ads Budget
AG € AS € AT €	Advertising campaign A Advertising campaign A Vehicle Number of ads Budget Display network and Remarketing (DR) € Press (PR) €
AG	Advertising campaign A Vehicle Number of ads Budget Display network and Remarketing (DR) € Press (PR) € Radio (RA) €
AG € AS € AT € YG € Retailer margin	Advertising campaign A Vehicle Number of ads Budget Display network and Remarketing (DR) € Press (PR) € Radio (RA) € Social media (SM) €
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