PRAXIS MMT Corp.
EXPERTS IN SIMULATIONS

MMT41®

Simulation		**Year**	
Company name		**Company**	

INFORMATION

PER CAPITA INCOME

A [＿＿＿＿] €   Y [＿＿＿＿] $

STANDARD COST PER UNIT

Standard cost of L [＿＿＿＿] €

Standard cost of T [＿＿＿＿] €

FINANCIAL VARIABLES

Overdraft interest rate [＿＿＿＿] %

Loans

Upfront fee [＿＿＿＿] %

Prepayment penalty [＿＿＿＿] %

Loan maturity [＿＿＿＿] Años

Interest rate - loans [＿＿＿＿] %

Financial investments

Interest rate - financial investments [＿＿＿＿] %

Early withdrawal fee [＿＿＿＿] %

EXCHANGE RATE

Euros per 1 dollar [＿＿＿＿]

FINANCE

Loan requested [＿＿＿＿＿＿＿＿＿＿] €

Loan prepayment [＿＿＿＿＿＿＿＿＿＿] €

Financial investments [＿＿＿＿＿＿＿＿＿＿] €

PRODUCTION

Investment in fixed assets [＿] [＿＿＿＿＿＿＿] €

	Inventory (units)	Production schedule (units)	Total production available (units)
Milk (L)			
Yogurt T)			

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 surveys

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15

16	17	18	19

Market research budget [＿＿＿＿＿＿＿＿＿＿] €

PRODUCT – MILK (L)

MRSP

AG		€
AS		€
AT		€
YG		€

Retailer margin

AG		€
AS		€
AT		€
YG		€

Percentage of shelf space

AG		%
AS		%
AT		%
YG		%

ADVERTISING

Advertising campaign　　　　A

Vehicle	Number of ads	Budget	
Display network and Remarketing (DR)			€
Press (PR)			€
Radio (RA)			€
Social media (SM)			€
Television (TV)			€
	TOTAL		€

Advertising campaign　　　　Y

Vehicle	Number of ads	Budget	
Display network and Remarketing (DR)			$
Press (PR)			$
Radio (RA)			$
Social media (SM)			$
Television (TV)			$
	TOTAL		$

Number of promotions		Type of promotion	Detail	
AG				€
AS				€
AT				€
YG				€

PRODUCT – YOGURT (T)

MRSP

AG		€
AS		€
AT		€
YG		€

Retailer margin

AG		€
AS		€
AT		€
YG		€

Percentage of shelf space

AG		%
AS		%
AT		%
YG		%

ADVERTISING

Advertising campaign　　　　A

Vehicle	Number of ads	Budget	
Display network and Remarketing (DR)			€
Press (PR)			€
Radio (RA)			€
Social media (SM)			€
Television (TV)			€
	TOTAL		€

Advertising campaign　　　　Y

Vehicle	Number of ads	Budget	
Display network and Remarketing (DR)			$
Press (PR)			$
Radio (RA)			$
Social media (SM)			$
Television (TV)			$
	TOTAL		$

Number of promotions		Type of promotion	Detail	
AG				€
AS				€
AT				€
YG				€