7ma. Jornada Innovación Educativa
UNIBE • 2016

COMUNIDADES PROFESIONALES DE APRENDIZAJE

Simulador Pronóstico de Ventas y Análisis Demanda del Mercado

Expositor:

Freddy Calero

UNIBE
¡Forjando líderes!

Simulador Pronóstico de Ventas y Análisis Demanda del Mercado

El simulador trabajo en posibles escenarios de Pronósticos de ventas, basado en opiniones de 3 en ventas e investigación.

La herramienta permite al estudiante manejar los volúmenes de demanda y el precio de venta, así la aplicación le calcula los resultados y le da las razones del mismo.

- Accurately forecasting market demand is one of the most difficult and important things to do as a marketer. It is about generating numbers out of expectations, opinions, statements, prior patterns, and a host of other subjective elements.

  Like the agrarian economy's dependency on weather patterns, marketing success is partially dependent on

forecasting—
an imperfect science.

Con esta plataforma buscamos que el estudiante desarrolle la capacidad de análisis del mercado, cuales pueden ser los diferentes escenarios de ventas y por supuestos los porque de los resultados obtenidos.

También la importancia de la variable precio en diferentes mercados y como afectan los mismos en los pronósticos de ventas

Por ultimo, ver las diferentes informaciones o datos a tomar en cuenta al momento de preparar pronósticos de ventas (Tendencia de la Industria, Investigaciones de mercado, Comparaciones con la competencia, Elasticidad de la demanda)

El ejercicio de la plataforma esta basado en un producto llamado ListenSoft. Es un software que traduce comandos de voz y los transcribe (genera Documento escrito) sin uso de un teclado

Team de Trabajo
Kate Armstrong, vicepresidente de Ventas
Albert Marvin, Gerente de Ventas
Will simpson, Gerente de Investigación

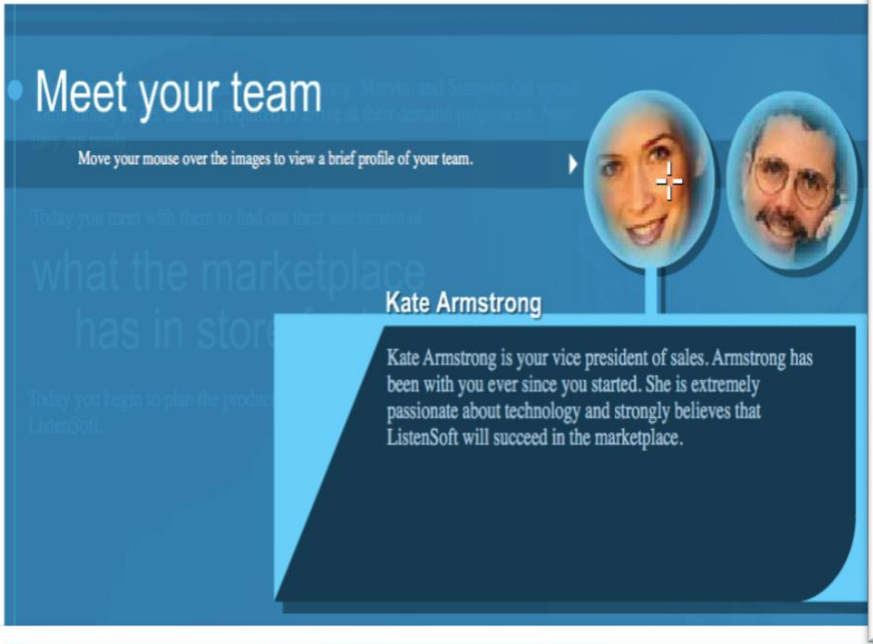
Luego de conocer el Team de trabajo, empezamos las simulaciones de demandas estimadas y precios, así el simulador dirá cuales serán los resultados obtenidos.

El estudiante ira haciendo los diferentes escenario, al finalizar tendrá sus resultados, Luego podrán ingresar de nuevo, cambiar los parámetros y podrán ver los diferentes resultados.

Lo importante del simulador es que te explica las razones de los resultados

El profesor por su lado, puede revisar en su modulo, cuales estudiantes han entrado a la plataforma, tiempo que la usaron, cuantas rondas han completados.

A continuación, Imágenes del simulador.

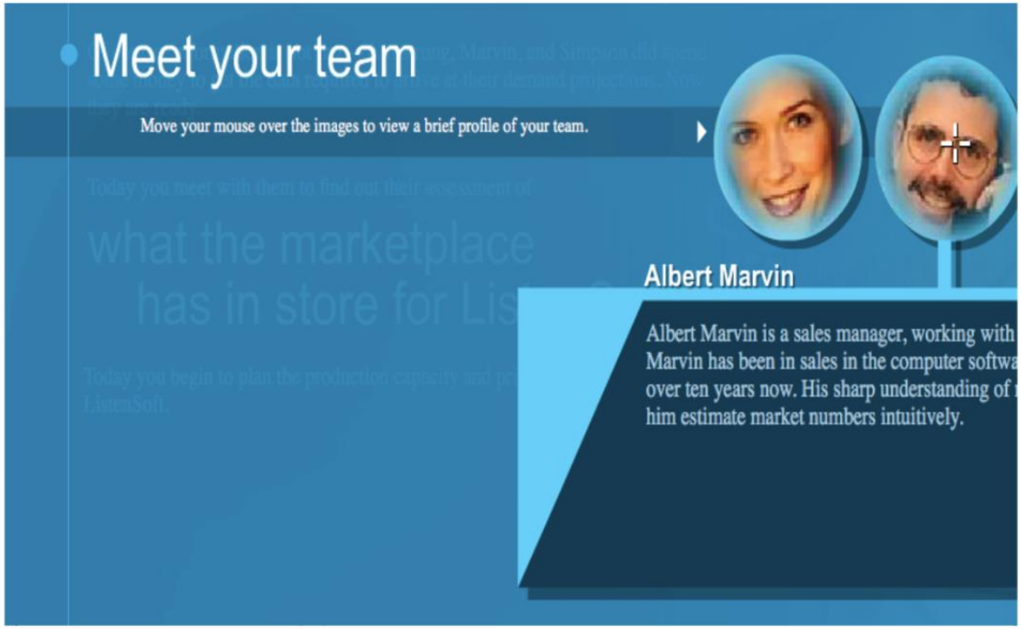


Meet your team

Move your mouse over the images to view a brief profile of your team.

Kate Armstrong

Kate Armstrong is your vice president of sales. Armstrong has been with you ever since you started. She is extremely passionate about technology and strongly believes that ListenSoft will succeed in the marketplace.



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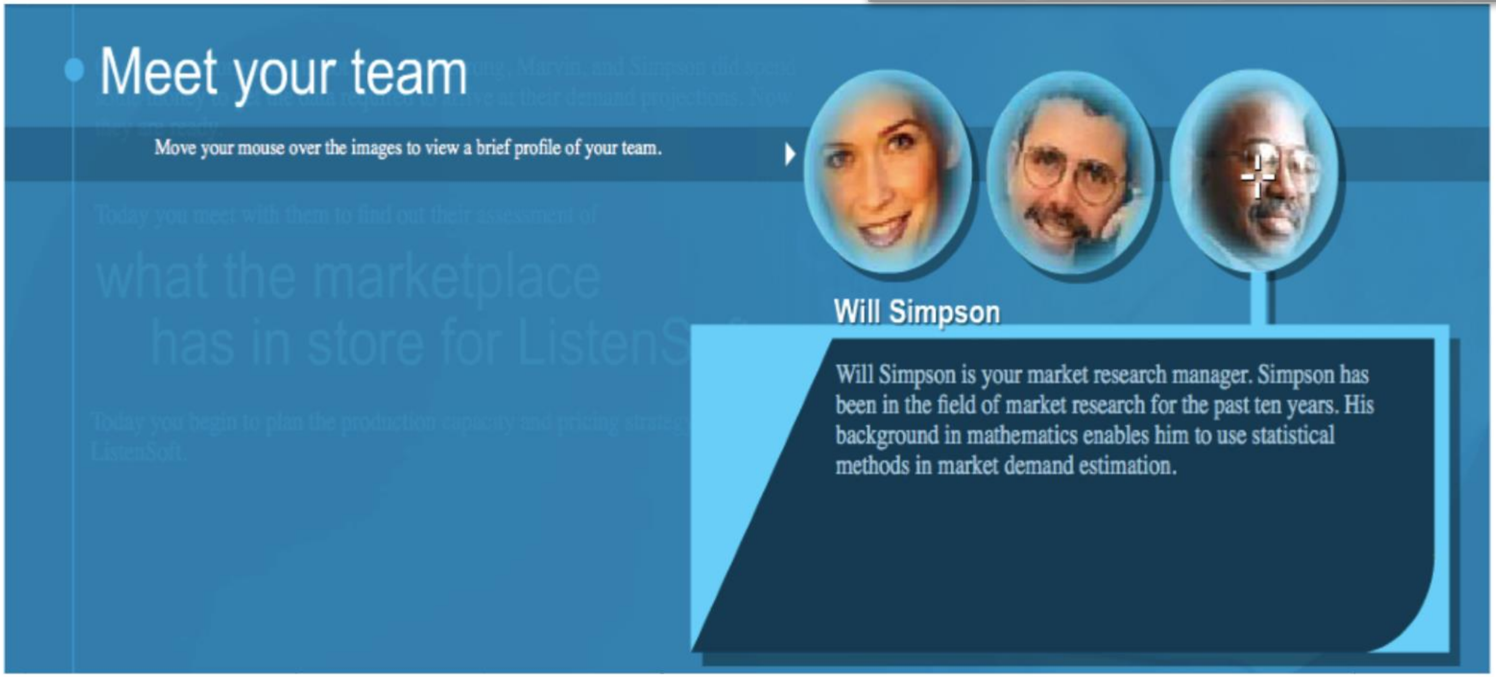
Albert Marvin

Albert Marvin is a sales manager, working with
Marvin has been in sales in the computer softwa
over ten years now. His sharp understanding of
him estimate market numbers intuitively.



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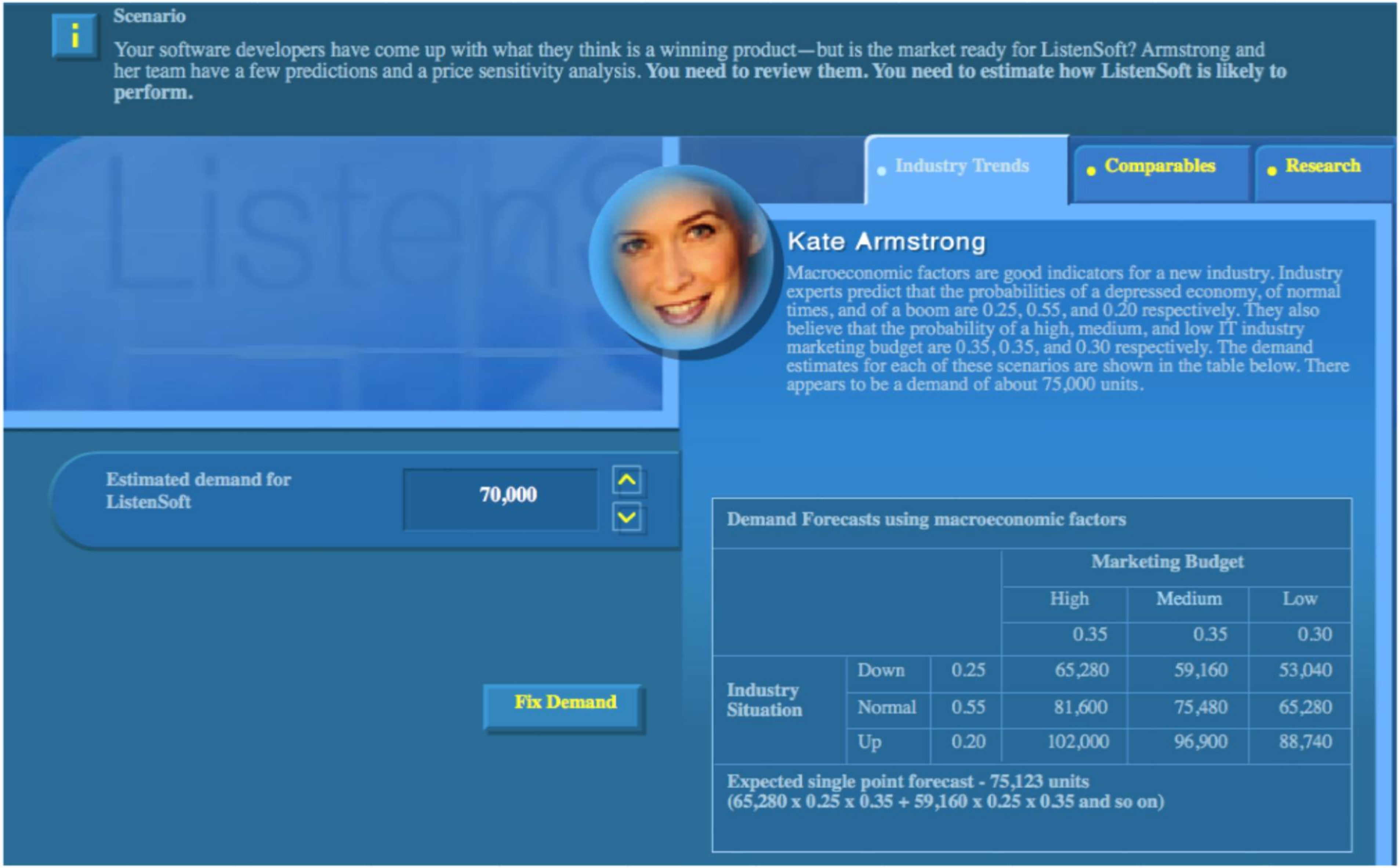
Will Simpson

Will Simpson is your market research manager. Simpson has been in the field of market research for the past ten years. His background in mathematics enables him to use statistical methods in market demand estimation.



Scenario

Your software developers have come up with what they think is a winning product—but is the market ready for ListenSoft? Armstrong and her team have a few predictions and a price sensitivity analysis. **You need to review them. You need to estimate how ListenSoft is likely to perform.**

Kate Armstrong

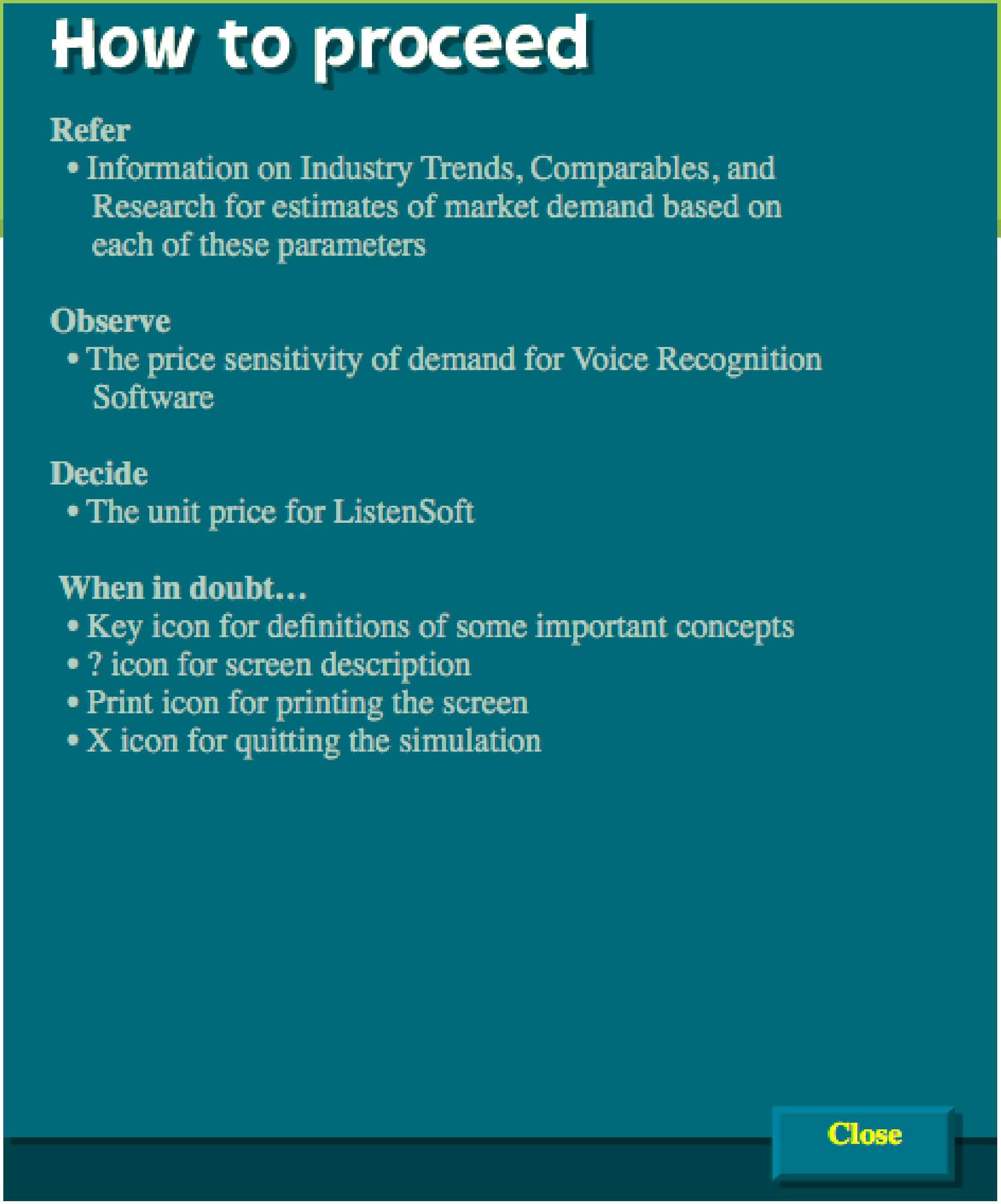
Macroeconomic factors are good indicators for a new industry. Industry experts predict that the probabilities of a depressed economy, of normal times, and of a boom are 0.25, 0.55, and 0.20 respectively. They also believe that the probability of a high, medium, and low IT industry marketing budget are 0.35, 0.35, and 0.30 respectively. The demand estimates for each of these scenarios are shown in the table below. There appears to be a demand of about 75,000 units.

Estimated demand for ListenSoft 70,000

Demand Forecasts using macroeconomic factors

			Marketing Budget		
			High	Medium	Low
			0.35	0.35	0.30
Industry Situation	Down	0.25	65,280	59,160	53,040
	Normal	0.55	81,600	75,480	65,280
	Up	0.20	102,000	96,900	88,740

Expected single point forecast - 75,123 units
(65,280 x 0.25 x 0.35 + 59,160 x 0.25 x 0.35 and so on)



How to proceed

Refer

- Information on Industry Trends, Comparables, and Research for estimates of market demand based on each of these parameters

Observe

- The price sensitivity of demand for Voice Recognition Software

Decide

- The unit price for ListenSoft

When in doubt…

- Key icon for definitions of some important concepts
- ? icon for screen description
- Print icon for printing the screen
- X icon for quitting the simulation

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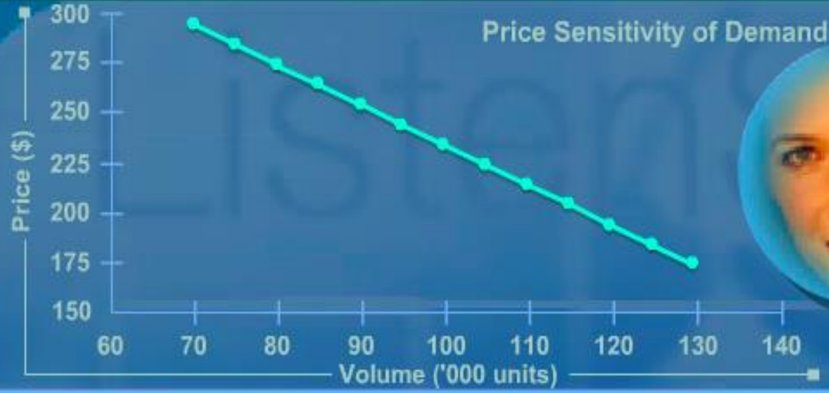

Estimated demand for ListenSoft 90,000

Unit price of ListenSoft $235

Go to Market

Industry Trends **Comparables** **Research**

Kate Armstrong

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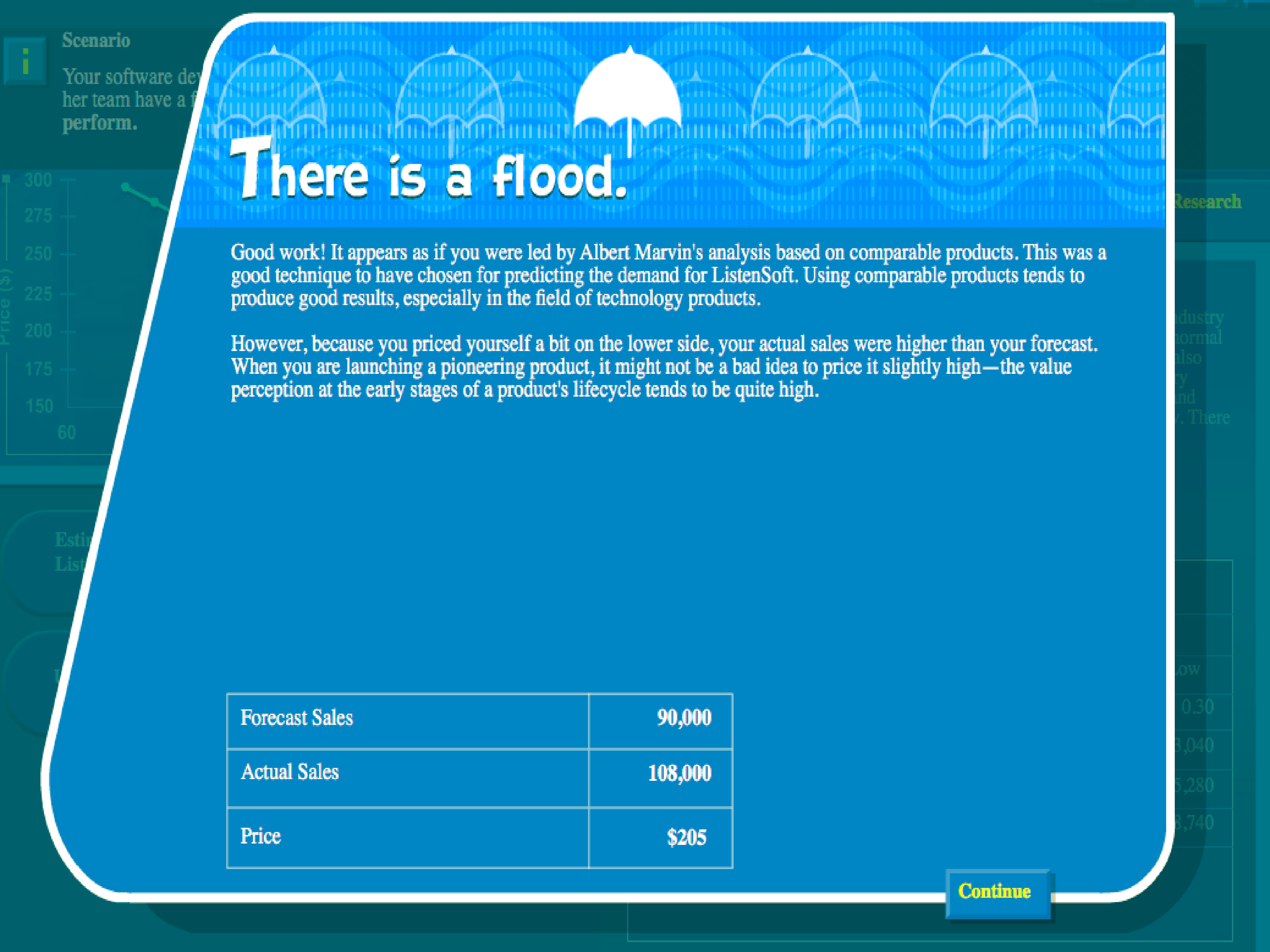
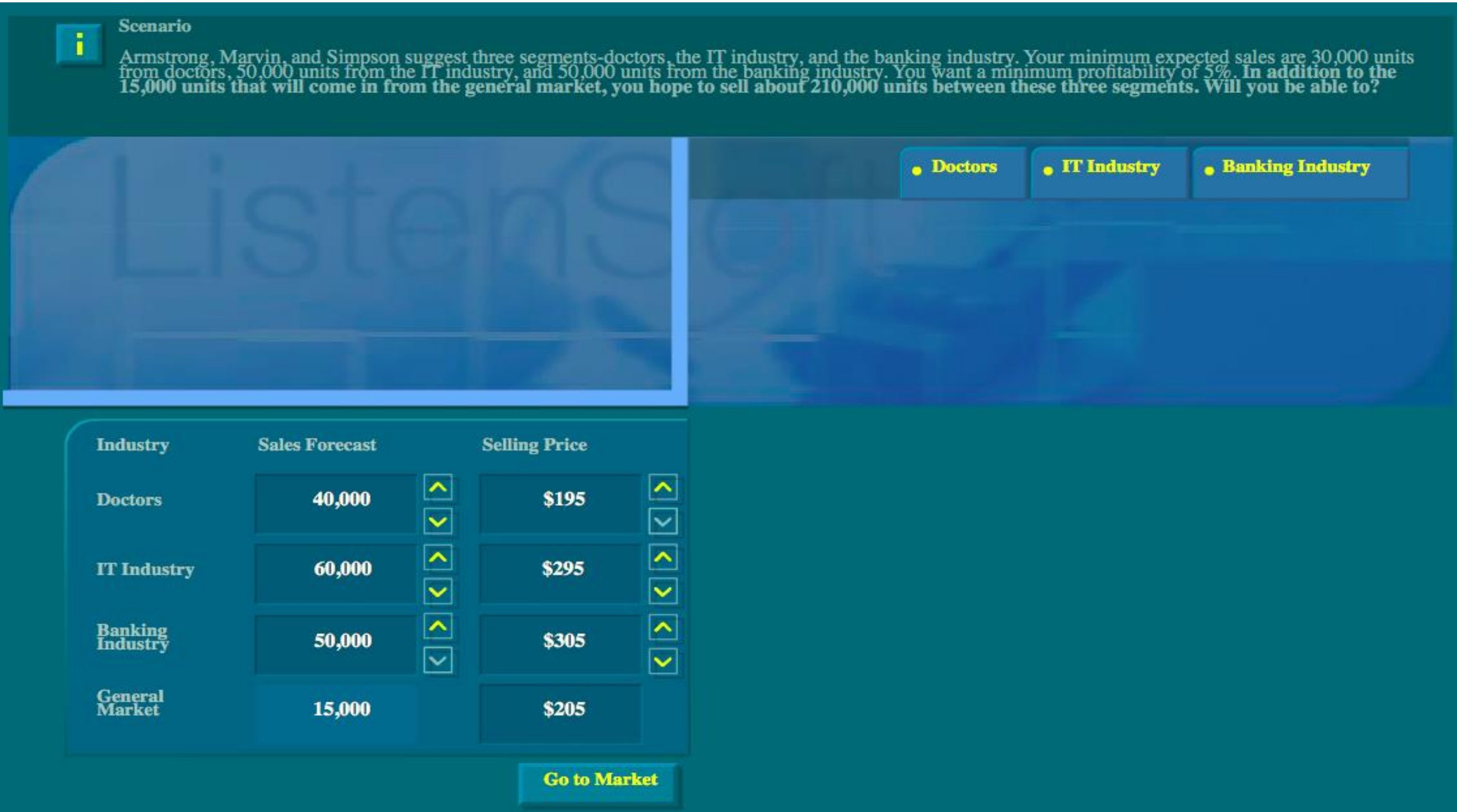


There is a flood.

Good work! It appears as if you were led by Albert Marvin's analysis based on comparable products. This was a good technique to have chosen for predicting the demand for ListenSoft. Using comparable products tends to produce good results, especially in the field of technology products.

However, because you priced yourself a bit on the lower side, your actual sales were higher than your forecast. When you are launching a pioneering product, it might not be a bad idea to price it slightly high—the value perception at the early stages of a product's lifecycle tends to be quite high.

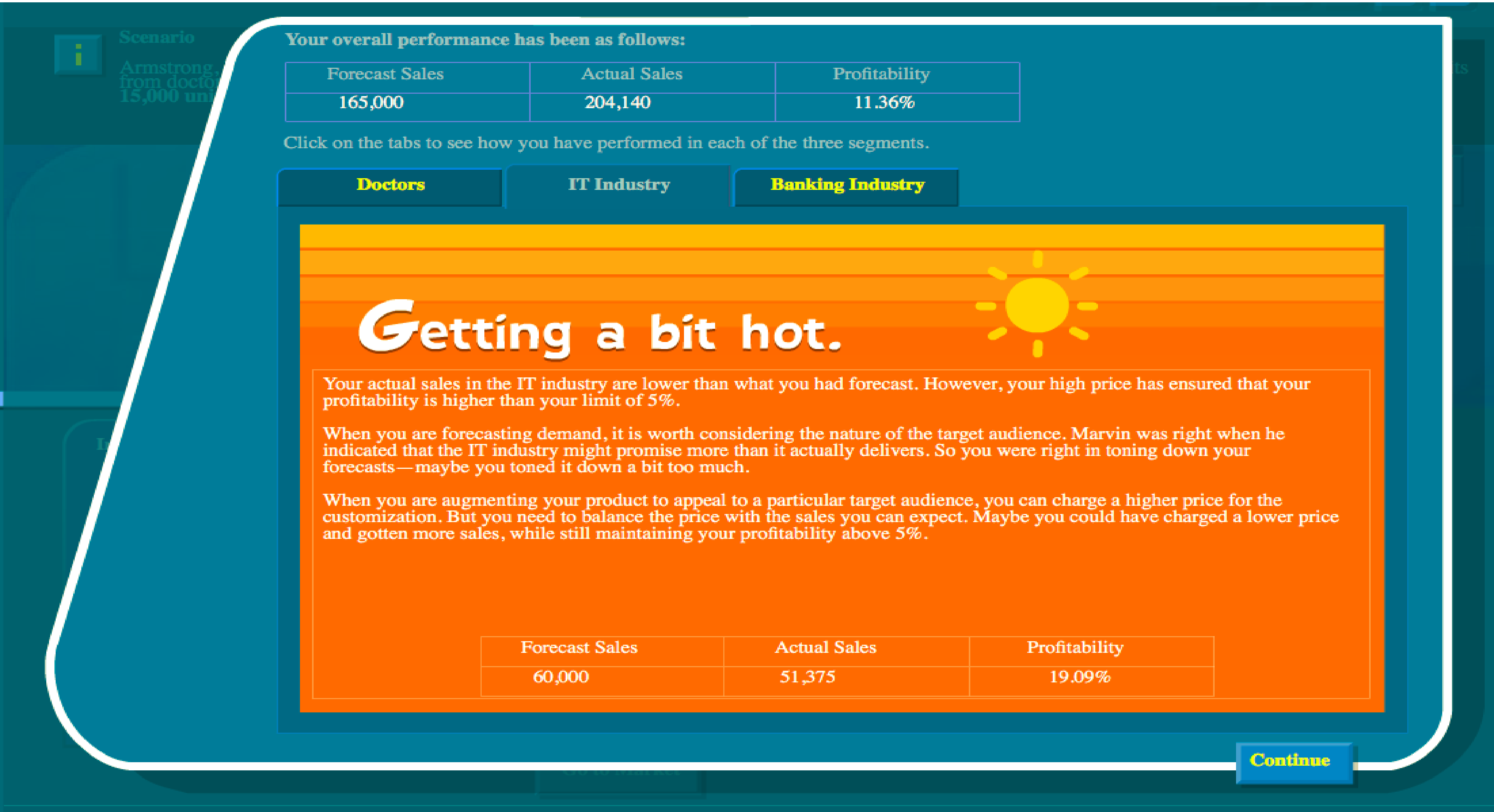
Forecast Sales	90,000
Actual Sales	108,000
Price	$205



Scenario

Armstrong, Marvin, and Simpson suggest three segments-doctors, the IT industry, and the banking industry. Your minimum expected sales are 30,000 units from doctors, 50,000 units from the IT industry, and 50,000 units from the banking industry. You want a minimum profitability of 5%. **In addition to the 15,000 units that will come in from the general market, you hope to sell about 210,000 units between these three segments. Will you be able to?**

Industry	Sales Forecast	Selling Price
Doctors	40,000	$195
IT Industry	60,000	$295
Banking Industry	50,000	$305
General Market	15,000	$205



Your overall performance has been as follows:

Forecast Sales	Actual Sales	Profitability
165,000	204,140	11.36%

Click on the tabs to see how you have performed in each of the three segments.

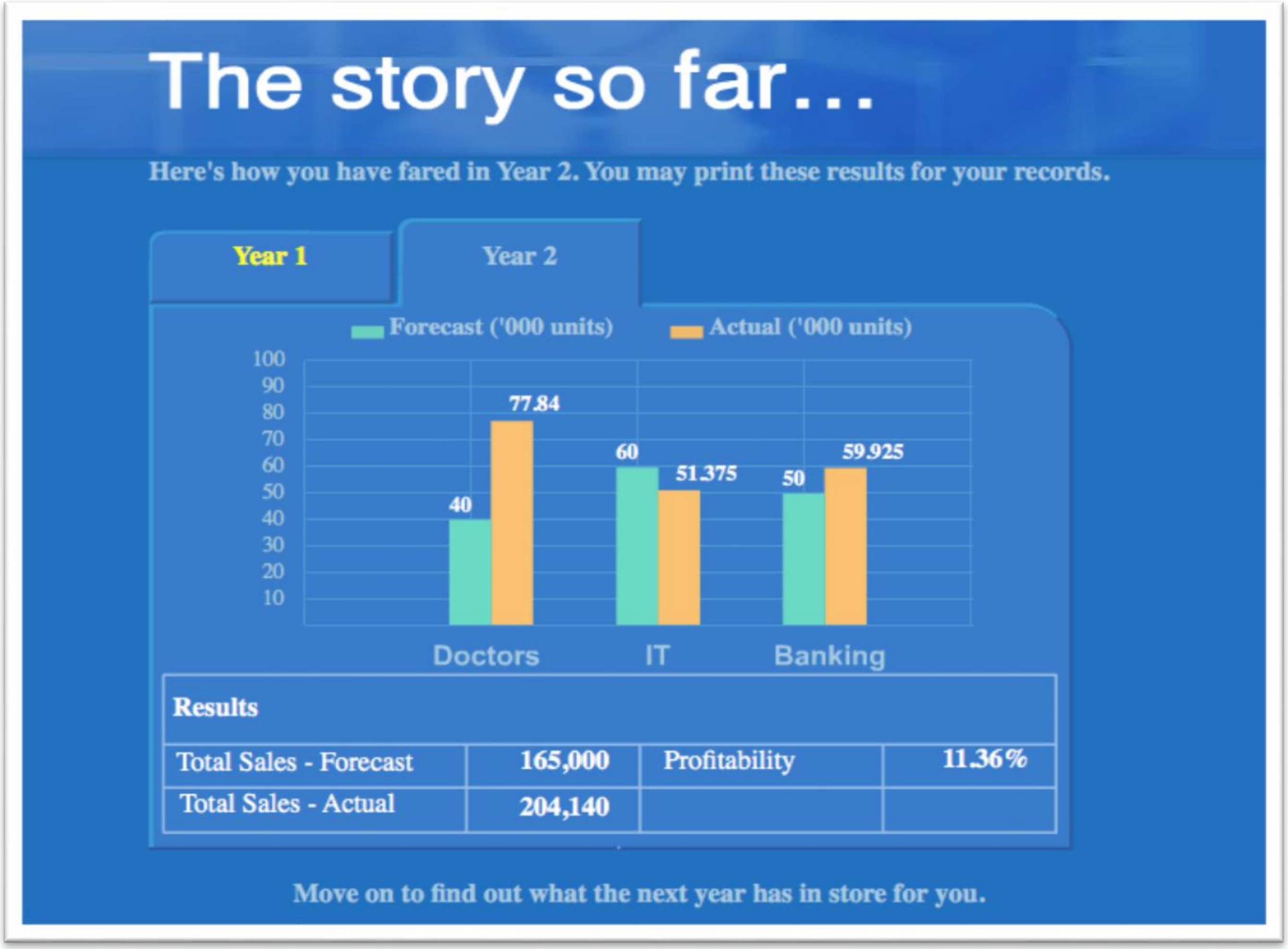
Getting a bit hot.

Your actual sales in the IT industry are lower than what you had forecast. However, your high price has ensured that your profitability is higher than your limit of 5%.

When you are forecasting demand, it is worth considering the nature of the target audience. Marvin was right when he indicated that the IT industry might promise more than it actually delivers. So you were right in toning down your forecasts—maybe you toned it down a bit too much.

When you are augmenting your product to appeal to a particular target audience, you can charge a higher price for the customization. But you need to balance the price with the sales you can expect. Maybe you could have charged a lower price and gotten more sales, while still maintaining your profitability above 5%.

Forecast Sales	Actual Sales	Profitability
60,000	51,375	19.09%



The story so far…

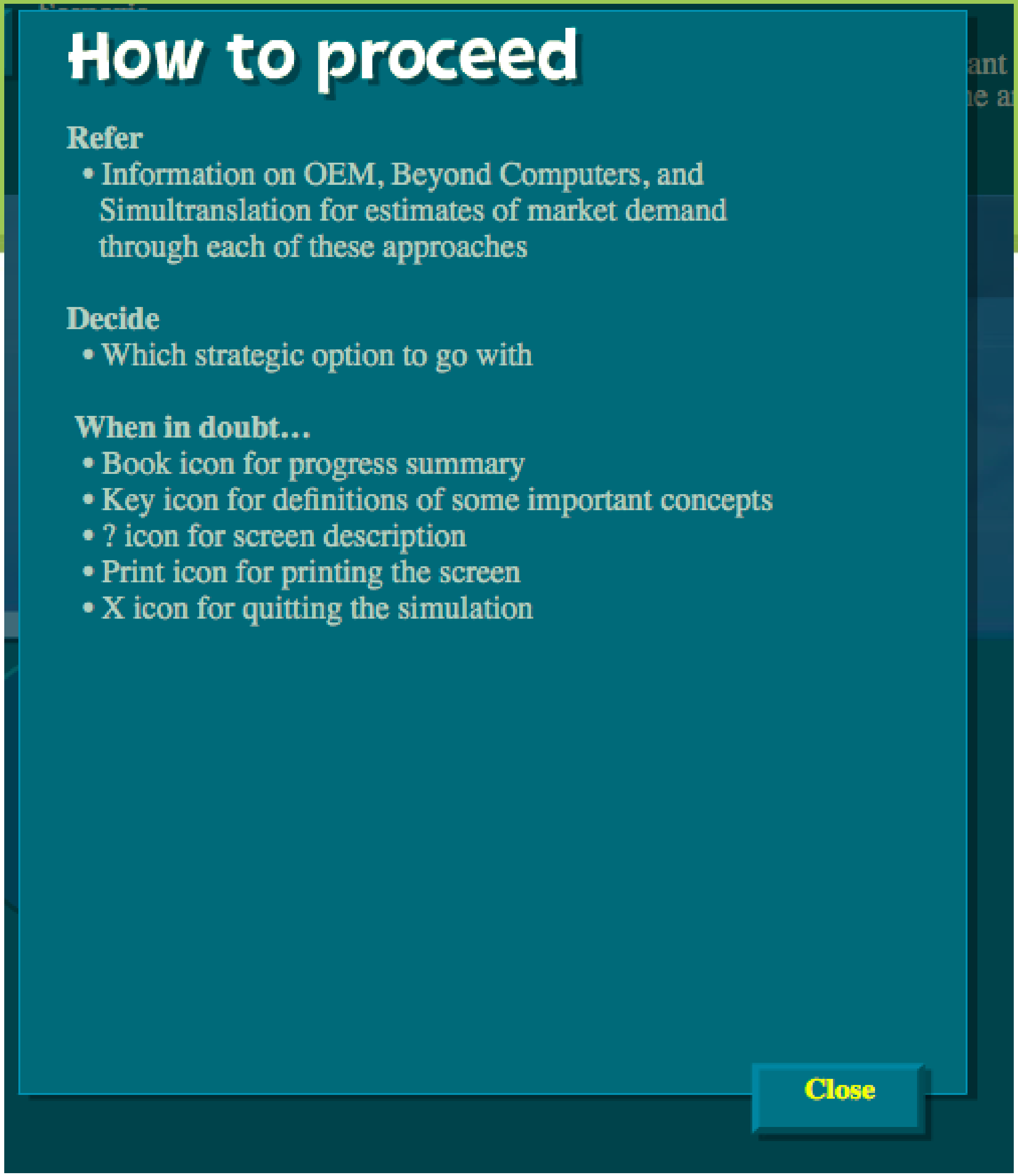
Here's how you have fared in Year 2. You may print these results for your records.

Year 1
Year 2
Forecast ('000 units)
Actual ('000 units)
100
90
80
70
60
50
40
30
20
10
40
77.84
60
51.375
50
59.925
Doctors
IT
Banking

Results

Total Sales - Forecast	165,000	Profitability	11.36%
Total Sales - Actual	204,140		

Move on to find out what the next year has in store for you.



How to proceed

Refer

- Information on OEM, Beyond Computers, and Simultranslation for estimates of market demand through each of these approaches

Decide

- Which strategic option to go with

When in doubt…

- Book icon for progress summary
- Key icon for definitions of some important concepts
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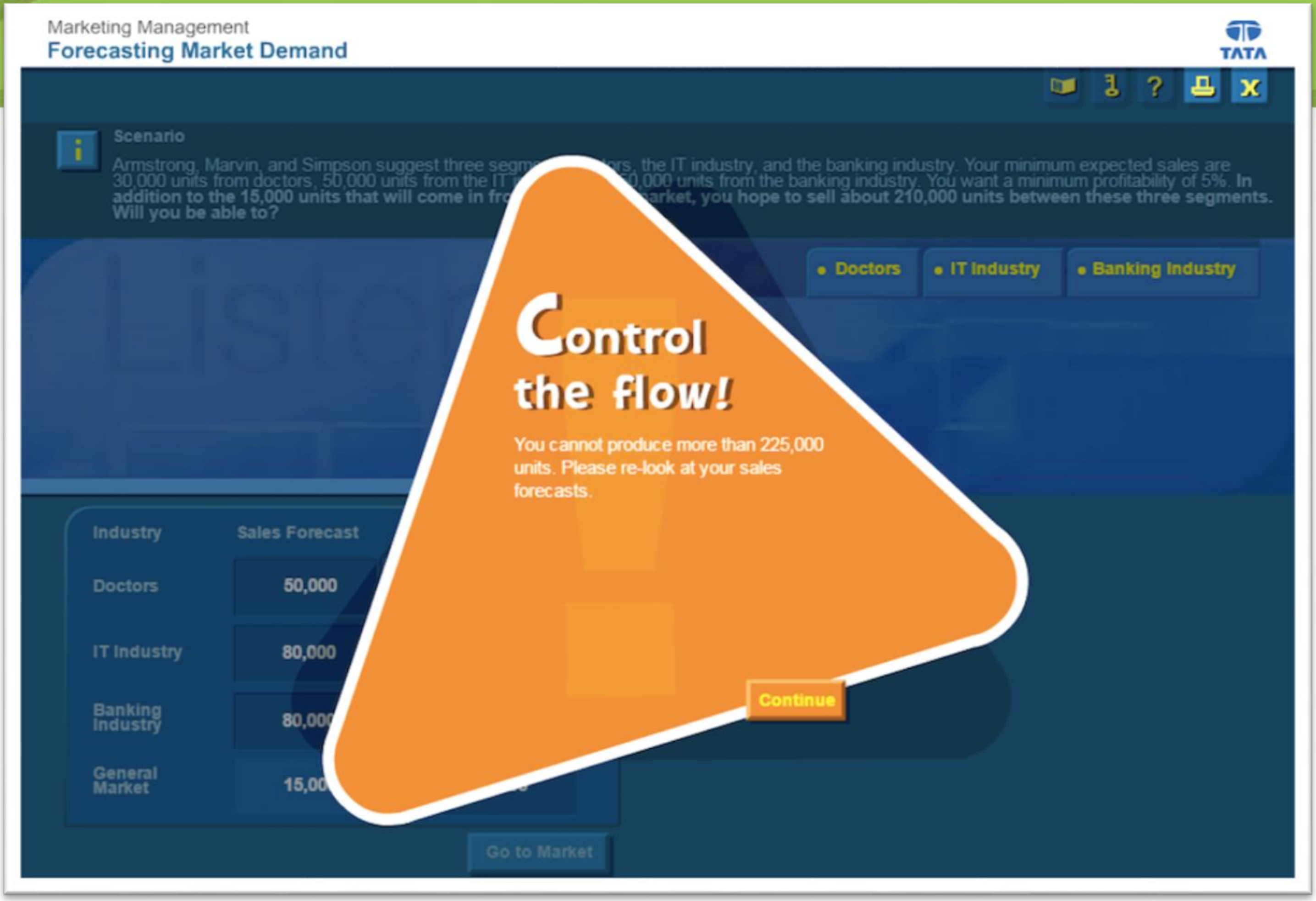
- X icon for quitting the simulation



Marketing Management

Forecasting Market Demand

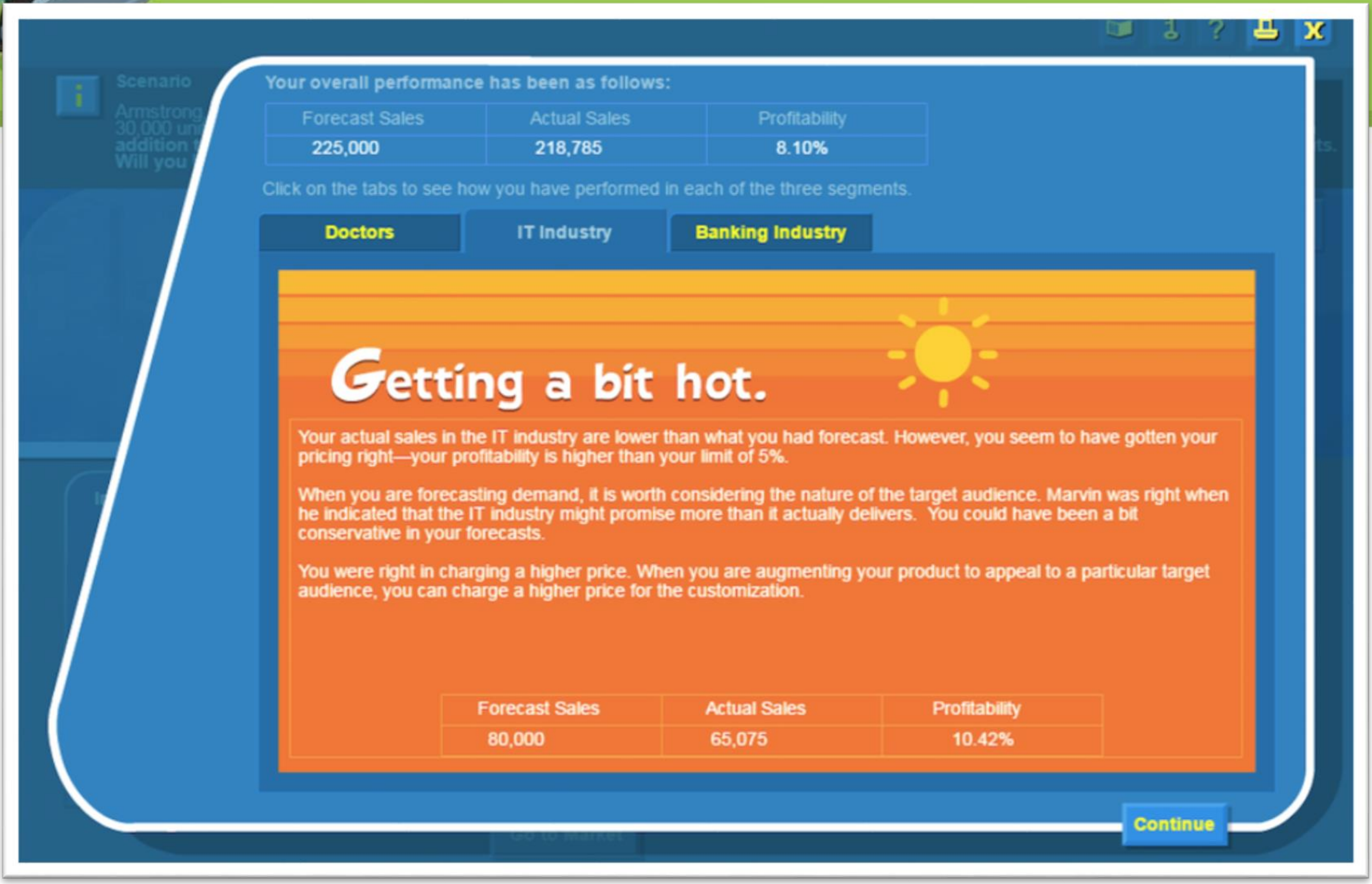
Scenario

Armstrong, Marvin, and Simpson suggest three segm tors, the IT industry, and the banking industry. Your minimum expected sales are 30,000 units from doctors, 50,000 units from the IT i 50,000 units from the banking industry. You want a minimum profitability of 5%. **In addition to the 15,000 units that will come in fro arket, you hope to sell about 210,000 units between these three segments. Will you be able to?**

Industry	Sales Forecast
Doctors	50,000
IT Industry	80,000
Banking Industry	80,00
General Market	15,00

Control the flow!

You cannot produce more than 225,000 units. Please re-look at your sales forecasts.



Your overall performance has been as follows:

Forecast Sales	Actual Sales	Profitability
225,000	218,785	8.10%

Click on the tabs to see how you have performed in each of the three segments.

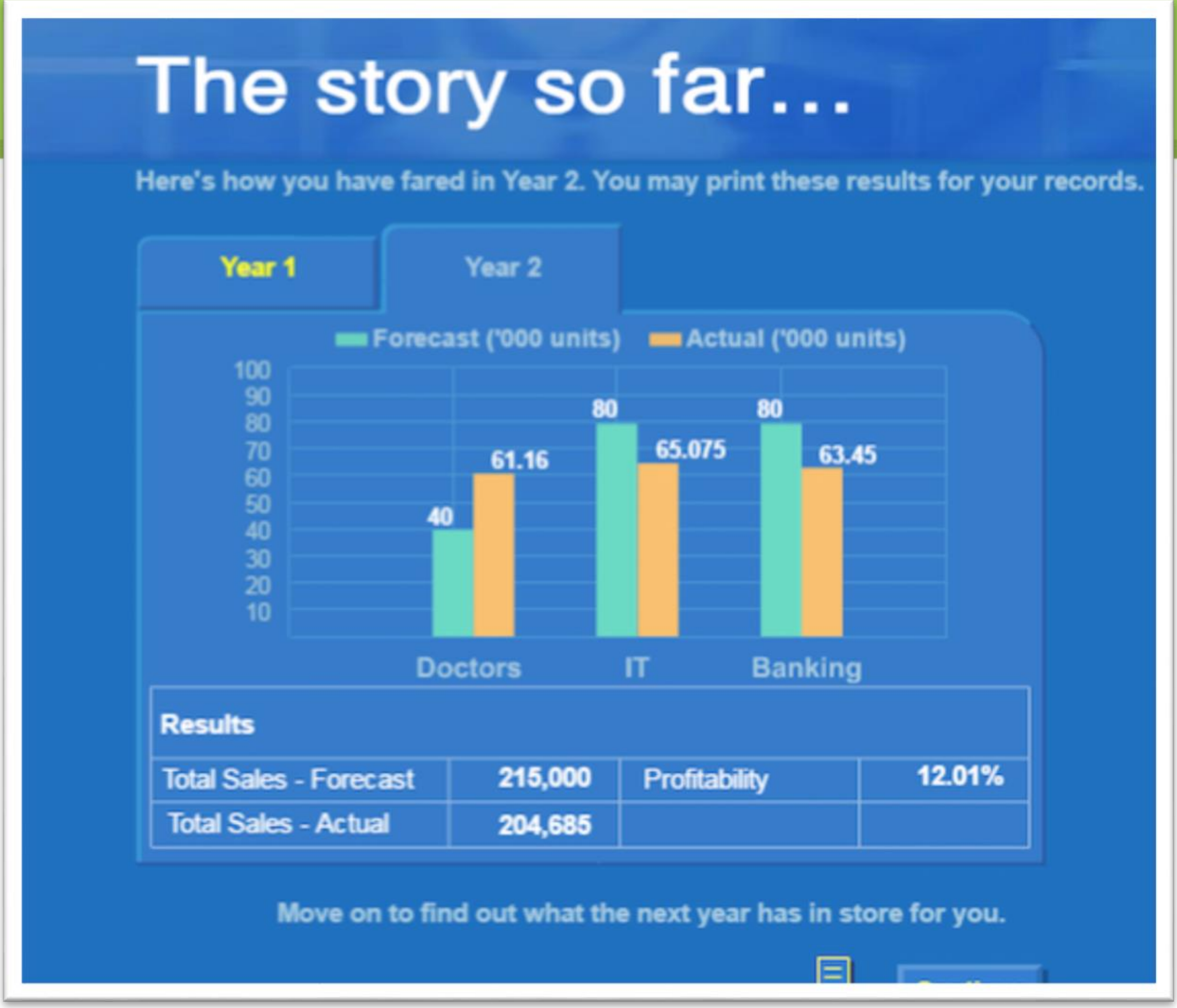
Getting a bit hot.

Your actual sales in the IT industry are lower than what you had forecast. However, you seem to have gotten your pricing right—your profitability is higher than your limit of 5%.

When you are forecasting demand, it is worth considering the nature of the target audience. Marvin was right when he indicated that the IT industry might promise more than it actually delivers. You could have been a bit conservative in your forecasts.

You were right in charging a higher price. When you are augmenting your product to appeal to a particular target audience, you can charge a higher price for the customization.

Forecast Sales	Actual Sales	Profitability
80,000	65,075	10.42%



The story so far…

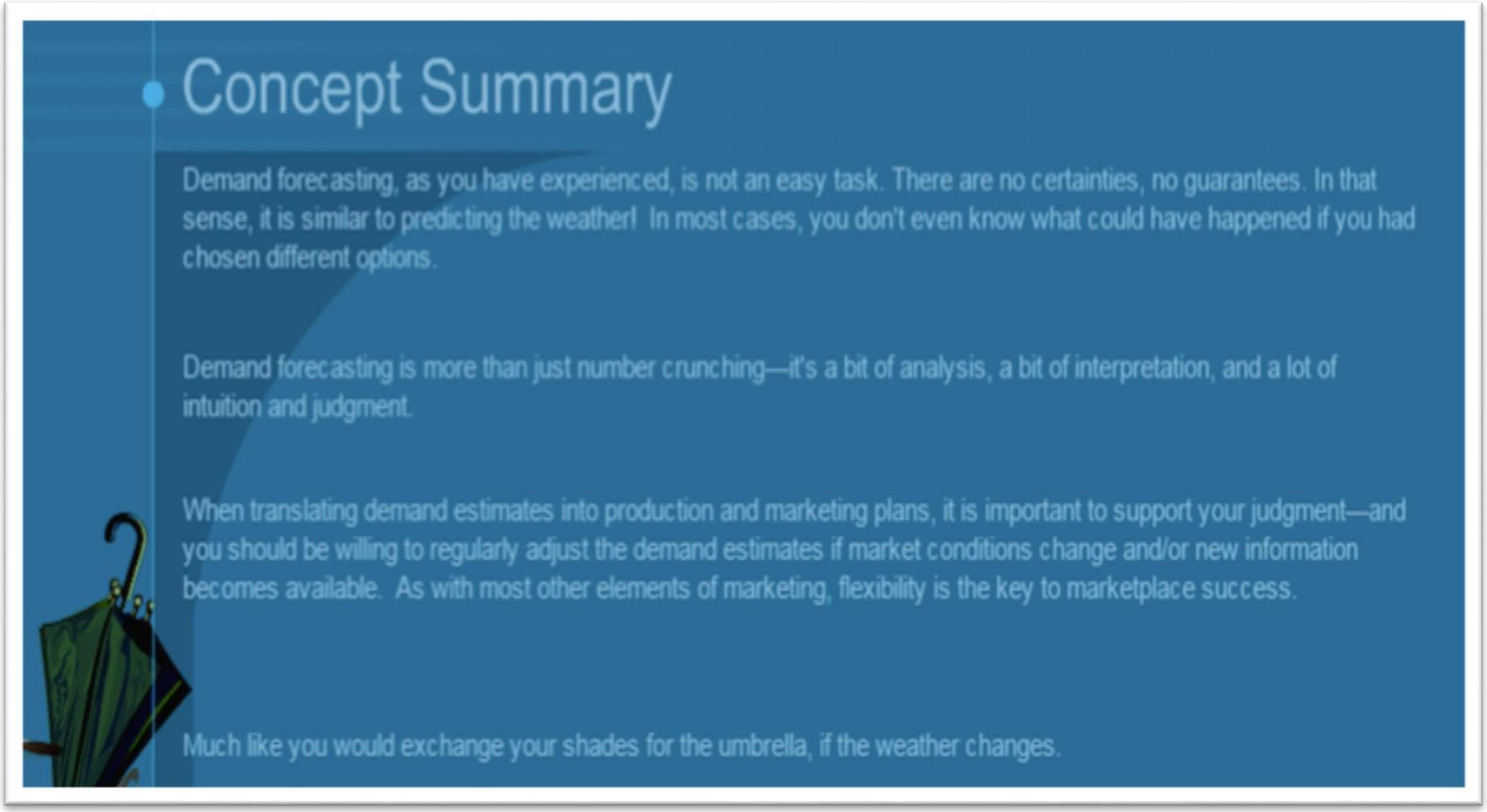
Here's how you have fared in Year 2. You may print these results for your records.

Year 1
Year 2
Forecast ('000 units)
Actual ('000 units)
100
90
80
70
60
50
40
30
20
10
40
61.16
80
65.075
80
63.45
Doctors
IT
Banking

Results

Total Sales - Forecast	215,000	Profitability	12.01%
Total Sales - Actual	204,685		

Move on to find out what the next year has in store for you.



Concept Summary

Demand forecasting, as you have experienced, is not an easy task. There are no certainties, no guarantees. In that sense, it is similar to predicting the weather! In most cases, you don't even know what could have happened if you had chosen different options.

Demand forecasting is more than just number crunching—it's a bit of analysis, a bit of interpretation, and a lot of intuition and judgment.

When translating demand estimates into production and marketing plans, it is important to support your judgment—and you should be willing to regularly adjust the demand estimates if market conditions change and/or new information becomes available. As with most other elements of marketing, flexibility is the key to marketplace success.

Much like you would exchange your shades for the umbrella, if the weather changes.

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