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Micromotors, Inc. (MM),
based in Minneapolis,
was a manufacturer of
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The Orthopedic Motor Market: Minnesota Micromotors, Inc ...

Question: Marketing
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DashBoard For 2012

Q3 : Large Customers

Segment A : Down

1.2% Large Customers

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Segment B : Down

0.2% Large Customers

Segment C: Down 0.1%

Large Customers

Segment D : Down

0.1% Small Customers

Segment : Down 0.3%

Net Price 2012 Q3:

Segment A \$125 -

Competitor \$115

Segment B \$131 -

Competitor \$120

Segment C \$136 ...

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Quarterly Revenue

\$2,214,532 Profit

Margin 5% to 12%

Large Customer

segment 6% to 14%

1st attempt: Our

Improvements Any

Questions? Strategy

Target Customer

Performance Our

starting point...

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Decreased sales force
Save budget Invest in
IMC Increase spending
on large customers
Raise

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Segment A

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How to Play Video and
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Interview Videos “How
to Play” Audio Script In
this simulation, you are
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CEO for Minnesota

Minnesota, a medical
motors device
manufacturer.

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Interview Videos “How to Play” Audio Script In this simulation, you are the newly appointed CEO for Minnesota Micromotors, a medical motors device manufacturer.

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/ seat. ... Playing the
CEO of Minnesota
Micromotors, a
manufacturer for
motors used in medical
devices, learners
analyze and capture
the most profitable
market segments. ...
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Subject:

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Strategy Solution

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The competitors of Minnesota Micromotors Inc. are serving to an adequate market share of 89% in this small-frequency segment. Context: Minnesota Micromotors Inc.'s operations are affected by the political regulations imposed on their operations by the government of the territory.

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Micromotors, Inc. and
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Technology Minnesota

Micromotors, Inc. (MM),

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was a manufacturer of brushless, direct current (BLDC)1 motors used in orthopedic medical devices.

Case study for marketing analytics simulation

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