

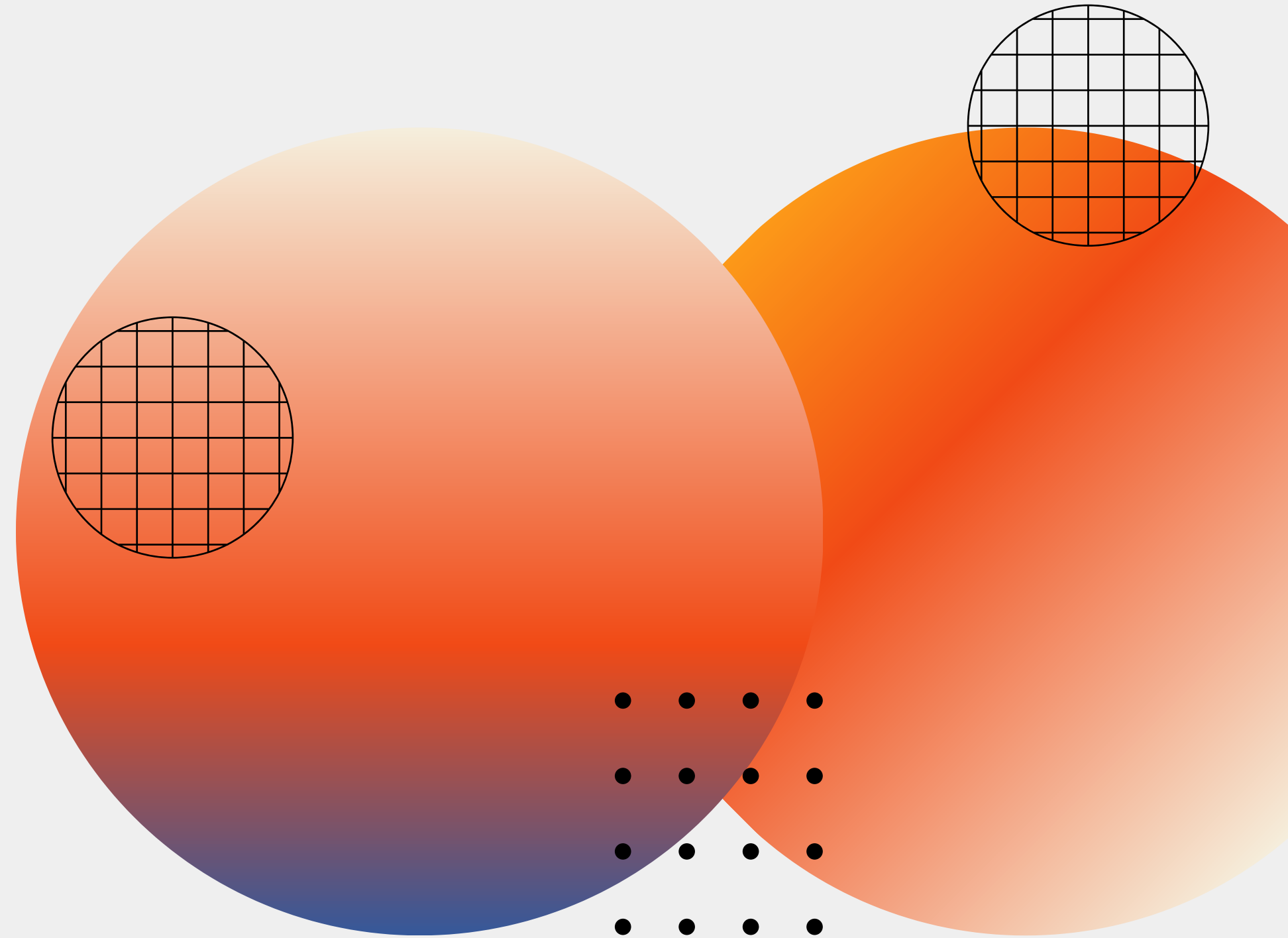
BrandPRO Simulation

MRKT3085

Dr.Moss

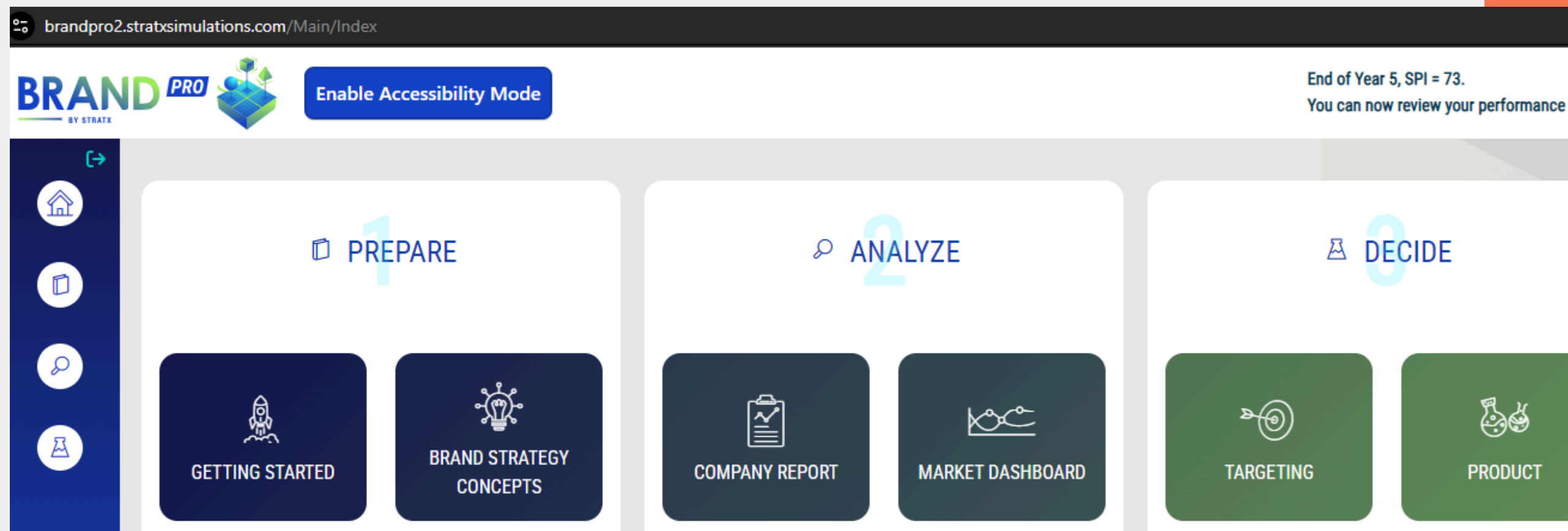
By: Team Simulator

Stevie Combs and Carolyn Dawson

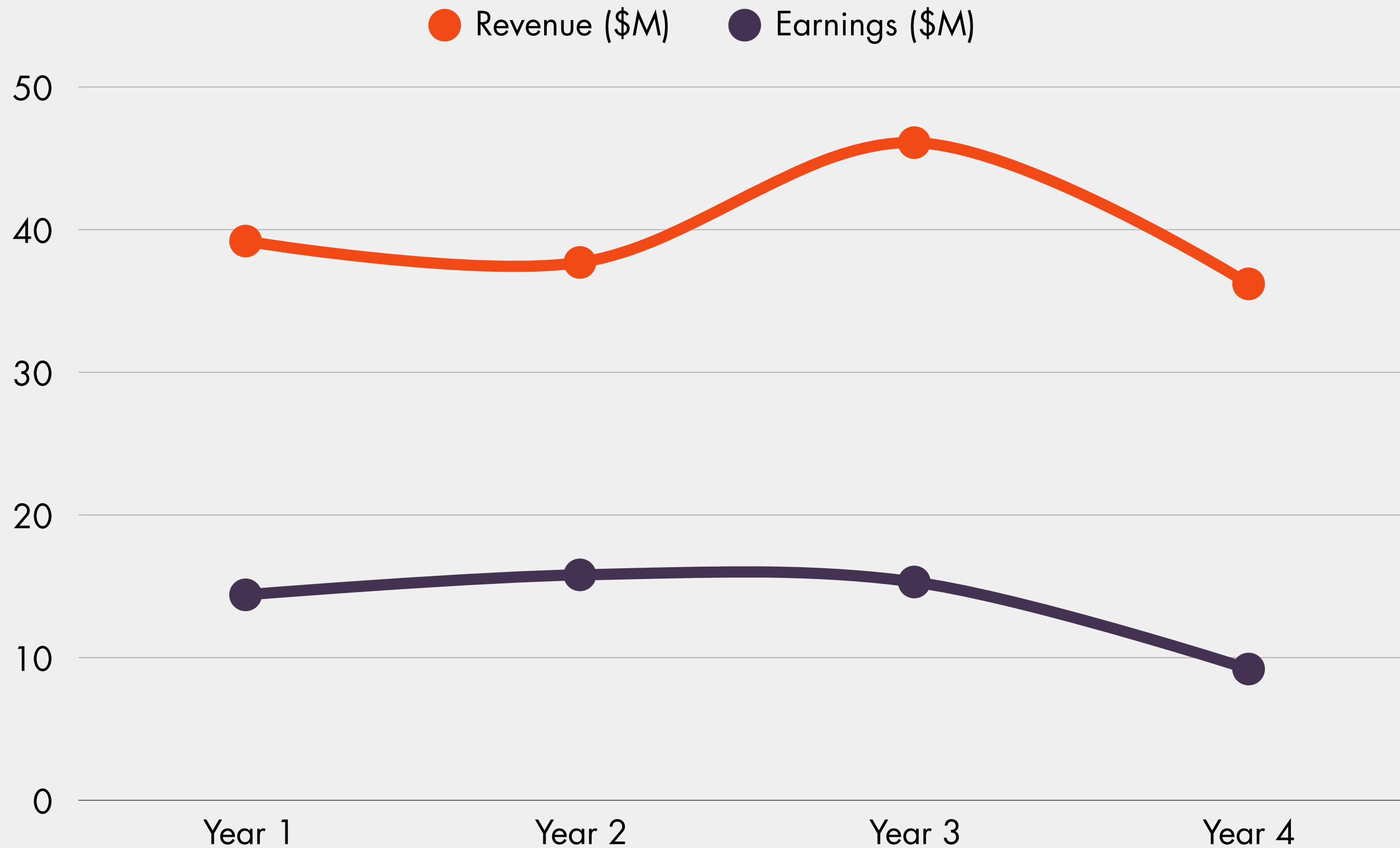


Company Overview & Objectives

- Two brands: MOJO (value) & MOON (premium)
- Objective: Maximize performance and SPI
- Timeline: 4-year simulation



Revenue & Profit Trends



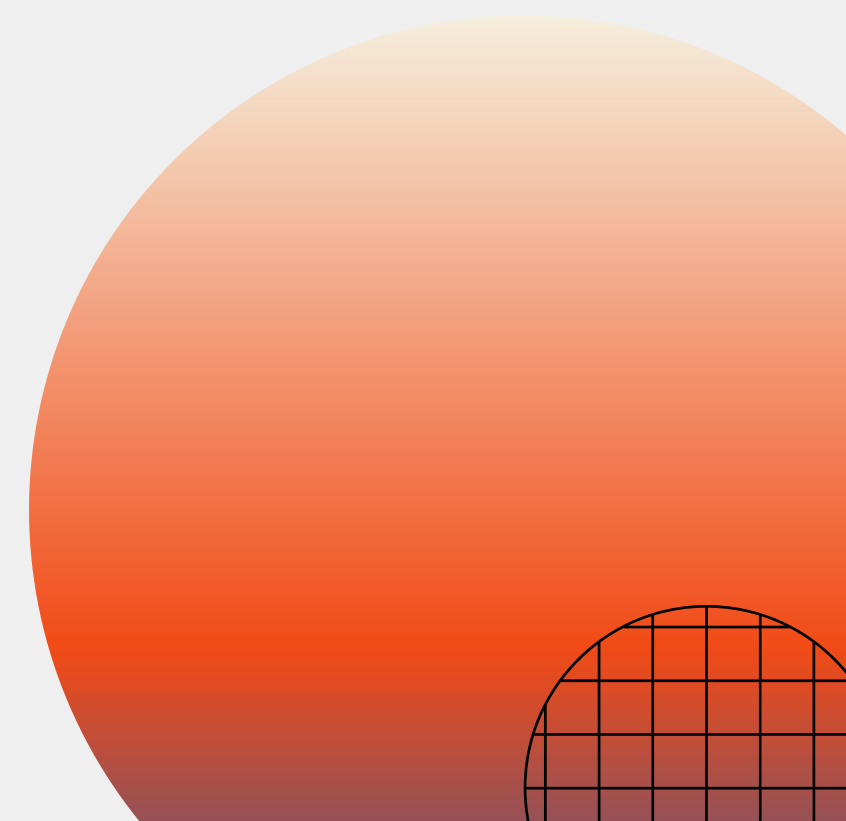
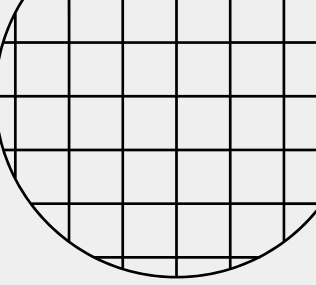
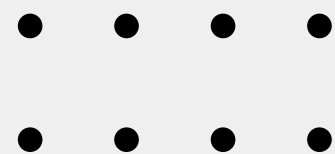
Consumer Insights

- Key Segments:
- Savvy → High growth
- Pros → Moderate growth
- Trendy → Declining

Savvy = strongest opportunity

Competitive Insights

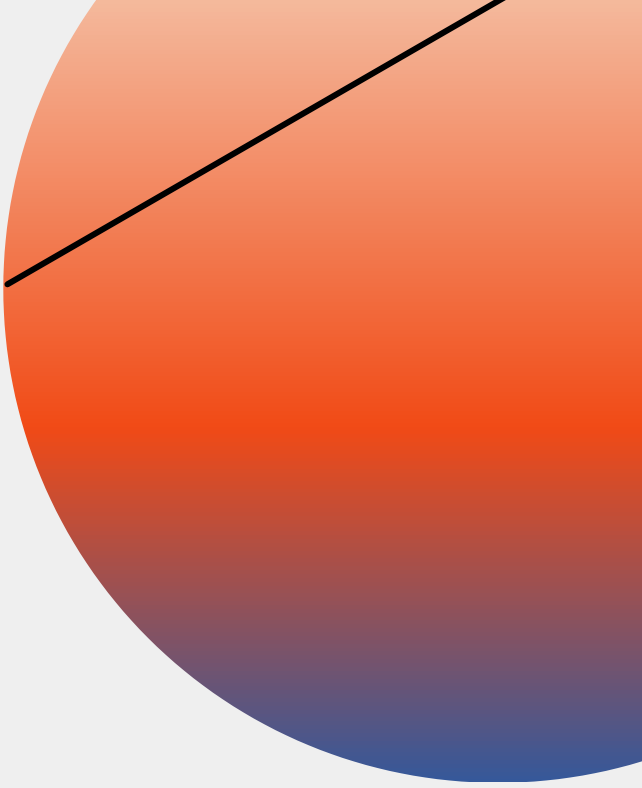
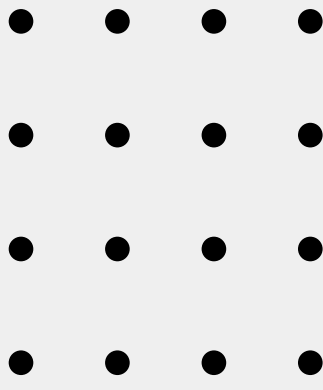
- TOKI dominates market (~40%+)
- Strong competitors: TOGA, TOIZ
- MOJO & MOON low share



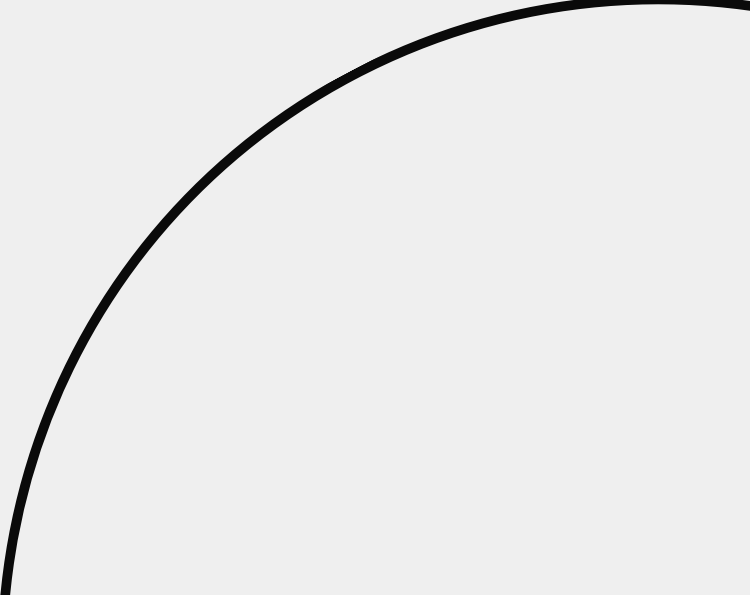


Brand Performance

- MOON:
 - Strong early performance
 - Declined in later years
- MOJO:
 - Low but steady contribution
- Year 4:
 - MOJO: \$2.2M
 - MOON: \$7.0M



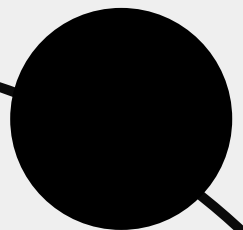
Key Performance Metrics

- Revenue
 - Earnings
 - Market Share
 - Brand Contribution
 - Brand Equity
 - SPI (Primary KPI)
- 

North Star Metric

Share Price Index (SPI)

- Measures overall success
- Combines growth + profitability
- Tracks long-term value

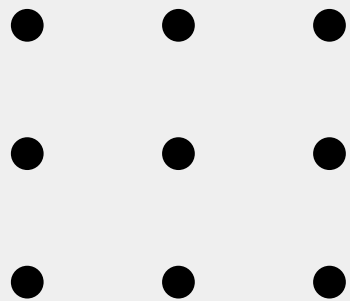


What Worked

- Strong early growth
- MOON premium positioning
- Product improvements
- Earnings increased early

What Didn't Work

- Revenue drop (Y3 → Y4)
- Earnings drop to \$9.2M
- MOON decline
- Weak market share



Key Mistakes

- Poor budget allocation
- Focus on declining segments
- Weak positioning
- Spread resources too thin

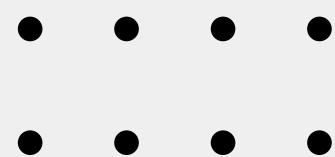


What We Would Do Differently

- Focus on Savvy segment
- Strengthen MOON premium brand
- Reduce Trendy spending
- Improve targeting

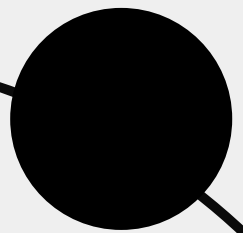
5-Year Recommendations

- Invest in high-growth segments
- Improve product differentiation
- Optimize pricing
- Use data-driven decisions
- Build brand equity



Conclusion

- Early success, later decline
- Strategy refinement needed
- Strong future potential



End

Thank you

