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Minnesota Micromotors Competitive Marketing Strategy Elibah Bey Kaplan University The purpose of this paper is to use Harvard Business Managing Segments & Customers marketing simulation for Minnesota Micromotors, Inc. (MM), and develop a business-to-business marketing B-to-B (business-to-business) competitive marketing strategy by analyzing target markets and generic competitors.

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Conclusion - The Minnesota Motors Key ingredients for a successful perfromance in the simulation: (1) Targeting the right market segments, without completely disregarding other segments (2) Develop product based on customer specifications without over-investing.

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Results Final Score - 65 pts Market Share - 6% Cumulative Revenue - \$57 m Cumulative Profit - \$5.2 m Segment A - very satisfied Segment B - satisfied Segment C - very satisfied Segment D - dissatisfied Small - very satisfied Best Attempt - #2 Spent budget every quarter Except

Minnesota Micromotors Simulation by Kalyn Bradford on ...

Minnesota Micromotors, Inc. (MM), based in Minneapolis, is a manufacturer of brushless, direct current (BLDC) 1 motors used in orthopedic medical devices.Approximately 70% of the revenues of Minnesota Micromotors, Inc. were generated from customers that placed large-volume orders.Marketing SimulationAfter you play the simulation in three steps (view the Directions icon document) complete the ...

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MANAGING CUSTOMER SIMULATION The customer simulation exercise of Minnesota Micromotors Inc, was a very intriguing one. It exposed me to a variety of moving pieces that enable a successful business performance across different objectives and parameters.

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MKTG601: Marketing Strategy for Minnesota Micromotors

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(Solved) - Assignment: Minnesota Micromotors 1. What was ...

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