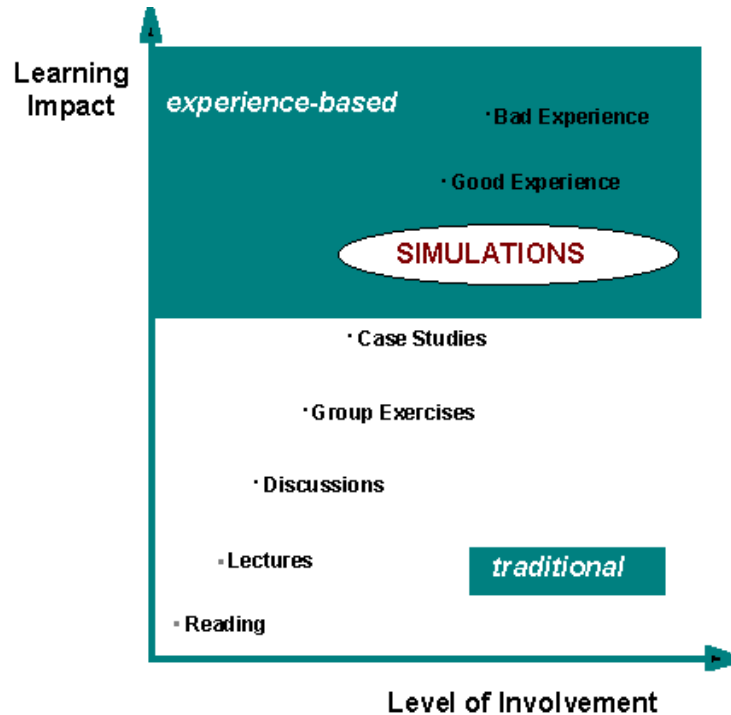


MARKSTRAT® 3

THE STRATEGIC MARKETING SIMULATION

Demonstration Guide



Learn marketing strategy without being "taught."

The traditional approach to education is well adapted to areas that are concerned uniquely with the acquisition of knowledge.

In business, however, knowledge is not enough, and experience-based "*action-learning*" is crucial.

The best "market-oriented" simulations are experienced-based low-risk learning tools offering students and managers the opportunity to:

- sharpen skills;
- apply strategic concepts;
- test strategies, in the competitive environment of the 90's.

Strat *X

The Key to Strategic Excellence
Boston - London - Paris



Getting Started

How to Proceed

You will see that the Windows[®] environment provides a user-friendly and appealing graphic interface. For those already familiar with previous versions of MARKSTRAT, you will notice that there are additional graphs, market studies and dynamic testing elements that simplify and clarify the marketing concepts and software administration for both the administrator and the student. Whether you are already familiar with MARKSTRAT or not, you are probably anxious to install the software included in the package. Before you begin installing the software, however, please read these instructions and notes.

Disclaimer

Please be aware that this is the **Team/Student version** of MARKSTRAT3. You are provided with this software because it presents you with 7 periods of team data to review, and the ability to make decisions for period 8. We hope you enjoy it.

Copyright

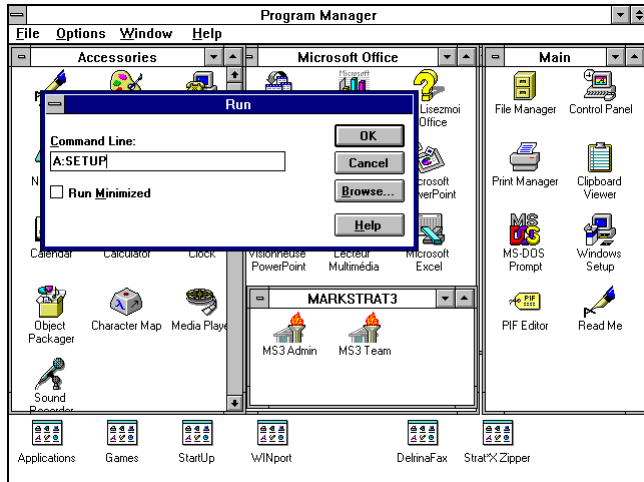
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Setting up the Demonstration

The computer requirements are:

- Minimum 486 SX or higher speed processor
- Windows version 3.11 or Windows 95
- Minimum 8 MB RAM
- 256 color SVGA Screen (VGA is acceptable as well)
- Minimum 20 MB free hard disk space
- Sound card (not required)

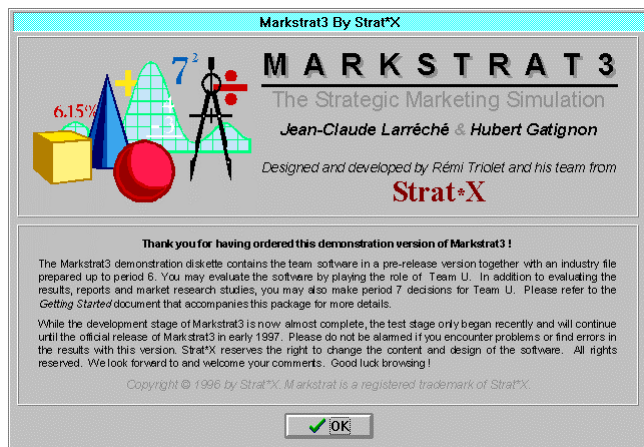
Installing the Software



1. Start Windows
2. Insert the SETUP DISKETTE in your A: drive. From Windows, Version 3.1, Program Manager, select File/Run... and type A:SETUP as shown here. From Windows 95, click on Start and select File/Run.... and type A:SETUP.
3. You will be prompted by a menu asking you to select a language, either English or French. The next menu will appear requesting: Where do you want to store your private files; Where do you want to install MARKSTRAT3; and

and the Teams. Select your choice for each one. The SETUP DISKETTE will now decompress the setup files.

The next menu will ask you to remove the SETUP DISKETTE and insert the LIBRARY DISKETTE.



4. Once the installation is complete you will see a message confirming that setup was successful. In addition, a Notepad README-T.TXT document will appear, which describes what your next steps will be in viewing the software. Once you have read and/or printed this document, you can select *Exit*. (You will also find similar instructions on the next page of this demonstration guide). You should now be at the Program Manager screen and see a new Window called "MARKSTRAT3 - by Strat*X". Within this group you should see an icon called "MS3-TEAM"

computer is equipped with a speaker system. You will see an opening screen explaining the MARKSTRAT3 Team software.

6. Press OK to proceed.

5. Click twice on this icon to launch the demonstration. You may hear some music if your

To Proceed with the Simulation Demonstration

1. After you have installed the SETUP DISKETTE and the LIBRARY DISKETTE, insert the SETUP DISKETTE again in your A: drive. Now click on File and select *Transfer Results and Default Decisions from Instructor*. You will now see a new menu which contains a file on the left called PRACTICE.MRE. Click on this file once. You will now notice on the right side of the menu box, that the Industry name, Team initial, and Decision period should already be typed in. A Password is not required at this time. Now select *Transfer Results and Default Decisions and Open Industry*.
2. Now returned to the initial screen, you will notice the INSEAD disclaimer. To proceed, go to File and select Open Industry. The same menu box as above will appear, click once on the file to the left, PRACTICE.MTE. Now click on *Open Industry* at the bottom of the screen.
3. You may now analyze the situation and that of your competitors by browsing in the modules *Decisions, Newsletter, Report, Market Studies, and Analysis*. You will be able to make decisions for your company by accessing the module called *Decisions*. In an actual MARKSTRAT competition, your students will be making decisions very similar to the ones made here.

The Demonstration Situation

Imagine that you have just been recruited to take over the management of a company called "E", an abbreviation for *Excel Corporation*. This company is six years old and has had a successful career so far. You are in a competitive situation with four other companies in the Sonite and Vodite market. As the manager, you can take a look at the past performance of your team and analyze the strengths and weaknesses of your key products.

The difference between this demonstration and the actual competition is that you will not have the ability to learn the results of your decisions now. The demonstration software you are using now is in fact the "Team version" which has been loaded with six simulated years of data. Only the "Administrator version" software permits running the simulation.

For further information please contact:

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