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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  | | --- | --- | | **Company Employees** | **User ID** | | **Marketing Person** | **$ 1** | | Inventory Specialist | $ 2 | | Purchasing Agent | $ 3 | | Communications Coordinator | $ 4 |  Marketing Person Responsible for the perception of the company’s products by the public.  Responsible for the product pricing relative to competitors.  **TASKS:**   * Invest in marketing at any point in the game * Target Market- one region per product * Implement marketing strategy * Advertise only if have product in stock * Adjust prices to increase demand and profitability   **COMMUNICATION:** (Examples of Team Communication)   * To the Communications Coordinator   + We are currently marketing (1L Lemon etc.), maybe we should increase price.   + The average selling price for (500ml Spritz etc.) is xxx Euros, is our prices above the average?   + What is the average price for (1L Lemon, 500ml Clear Pure etc)? * To the Purchasing Agent   + When will we be receiving more stock? I stopped marketing (1L Clear Pure, 500ml Lemon etc.) because we are out of stock.   + We have decreased prices on (1L Clear Pure, 500ml Lemon etc), are we above the cost of the products? * To the Inventory Specialist   + We are marketing (1L Spritz, 500ml Lemon etc). Do we have inventory?   + What product are we out of?   + What product do we need to order more of (1L Clear Pure, 500ml Lemon etc)? |
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