



Scuderia AddaDaas

Sim Summary 3 - Q1 to Q6

Performance Review and
Future Strategy

Overall Strategy Overview: Segmentation, Targeting, Positioning

Segmentation Strategies:

1. Customer Needs - Speed, Mountain, Recreation
Scuderia Expanded from Speed to Recreation and Mountain
2. Geographic - New York, Amsterdam, Rio
Scuderia Expanded from New York to Rio then Amsterdam

Positioning Strategy-

Matched the features, price, and promotion of each brand to fit the needs of each of the segments through the multiple brands.

Multi-brand Targeting -

Speed - Elite, Sleek, High-End

Mountain - Adventurous, Mid-End

Recreation - Comfort, Reliability, Good Value

Timeline of Events

Q1-Q2

Scuderia Focused On Speed in New York

Q3-Q4

Focus Expansion to Mountain and Rio

Q5-Q6

Focus Expansion to Recreation and Amsterdam



Marketplace Simulations

Certificate of Completion

Awarded for successfully completing a Marketplace Simulation. Read more about the criteria for this Open Badge:

Issued by: Marketplace Simulations on March 25, 2026

Strategic Decisions in Q5–Q6 and Resulting Rationale

| Strategic Decisions | Why We Did This | Results & Market Response |
|--|--|--|
| Expanded into Recreation Segment And Into Amsterdam | Growth potential, last segment not reached | Recreation segment grew demand but was more price sensitive than Speed and Mountain. |
| Continued Multi-Brand Strategy Across Speed and Mountain | Rio, New York, and Amsterdam Supported Greatest Growth in These Segments | Expansion increased total market share and improved products within these segments. |
| Invested Heavily in Internet and Digital Marketing | Increase awareness of Scuderia | Increased advertising improved marketing effectiveness score. |
| Expanded Sales People in Rio and New York | Support push strategy | Additional sales people increased retail sales and brand awareness. |
| <p>The market behaved mostly as expected. Entering Recreation increased demand but required rebates due to price sensitivity, and expanding geographically increased total sales and market share.</p> | | |

Market Offerings

| Brand | Segment | Positioning | Price Level |
|---------------|------------|-------------|-------------|
| Sprint | Speed | Performance | Premium |
| Alpine | Mountain | Durable | Mid |
| Daily | Recreation | Comfort | Value |
| Basic | Speed | Budget | Low |

Multi-Brand Strategy

| 4

Scuderia Sprint - Speed Segment
(High Performance)

Scuderia Alpine - Mountain Segment
(Durability and Traction)

Scuderia Daily - Recreation Segment
(Comfort and Ease of Use)

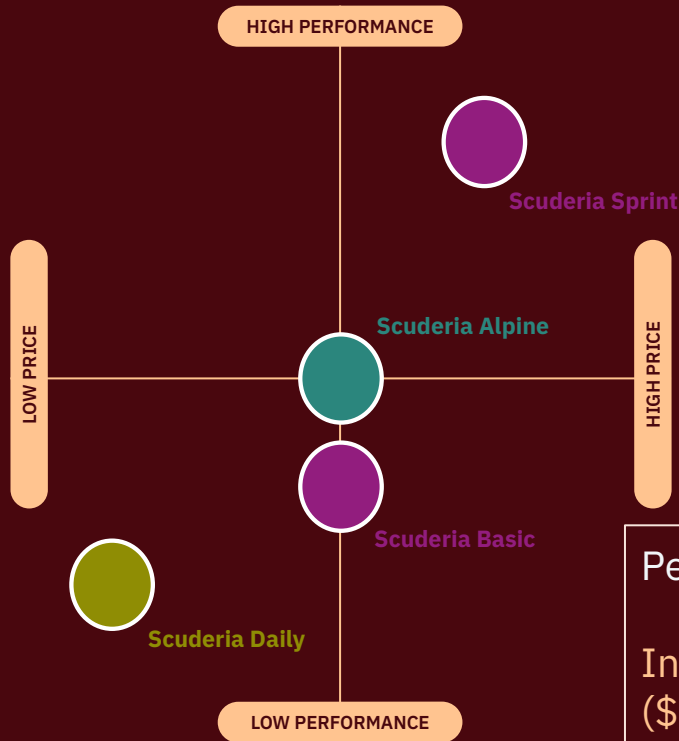
Scuderia Basic - Speed Segment
(Lower Price Base Model)

Product Differentiation

Each Brand Designed with Features for Intended Target Segment.

Pricing Across Segments

5



Sprint - Premium Pricing Strategy
(Low Price Sensitivity – Speed Segment)

Basic - Entry Level Pricing, Tiered
(Low Price Sensitivity – Speed Segment)

Alpine - Mid-Range Pricing
(Mountain Segment)

Daily - Value Pricing with Rebates
(Recreation Segment)

Penetration Pricing -

Initially, Scuderia lost money (\$5926 total) on the Basic to capture greater Speed market share.

Brand Architecture -

Premium pricing helped elite brand positioning. Rebates targeted price-sensitive customers in recreation without directly lowering price.

The pricing strategy with the top priority speed helped keep premium brand positioning while still competing in the other two more price-sensitive segments.

Integrated Promotion Mix Strategy

Promotion Aligned with Brand Positioning.

| Design Ad | |
|------------|---|
| Priorities | maximum: 9 |
| 1 | Mention brand name |
| 2 | Picture of road race |
| 3 | Elite look - a ride of distinction |
| 4 | Lightning fast with sleek racing tires |
| 5 | Enriched carbon fiber - lighter, stronger, & affordable |
| 6 | Roll fast with racing tires |
| 7 | Enjoy your ride - carbon fiber light |
| 8 | The gym is wherever you take it |

01

Ads Tailored to Each Segment

Speed - Performance and Elite Image

Mountain - Durability and Adventure

Recreation - Comfort and Rideability

02

Personal Selling and Digital Media

Personal Selling - Employed Salespeople to Retail Stores to Assist Customers.

Digital Promotion - Invested in social media and internet campaigns.

03

Increasing Marketing Effectiveness Score


Advertising Messages Described Above Matched the Needs of Each Segment.

Maslow's hierarchy (esteem) - Speech focused on elite 'Scuderia' feel.

Sales Strategy

Vertical Structure Strategy - Sales People Internally Split by Segments and Geography

World Market



Specialized Training with Quarterly Cost

| City | Annual Salary | Total Sales and Service People | Specialized Training with Quarterly Cost | | | | No Specialized Training |
|----------------|---------------|--------------------------------|--|-------------------|-----------------|--------------|-------------------------|
| | | | 300 Service | 250 Recreation | 400 Mountain | 400 Speed | |
| New York City | 33,280 | 10 | 2 | 1 | 3 | 4 | 0 |
| Rio de Janeiro | 13,000 | 9 | 2 | 0 | 3 | 4 | 0 |

01

Retail Stores

Opened Retail Stores in New York, Amsterdam, Rio, and hired sales and service people to locally target each region. Different locations have different focuses on segments, like Rio with no recreation sales people.

02

Segmentation

Within each region, sales people assigned to different segments, with the greatest focus on New York, the base location. Segmentation was divided by market potential for the location.

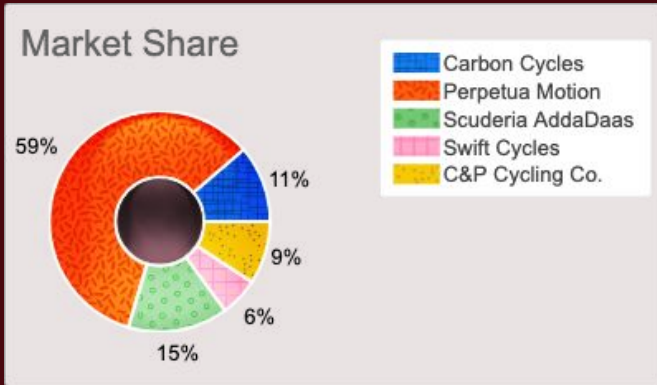
03

Push Strategy

Personal selling and Distribution Channels used to increase sales and brand awareness.

Scuderia Store ->
Sales People ->
Customers

Performance Results



Market share and positive financial performance across multiple segments shows successful multiple segment targeting.

Competitive Position

1. Competing Against Perpetua Motion (Market Leader)
2. Perpetua Motion Had The Highest Demand and Most Variety of Brands
3. Scuderia Strategy Competed through Product Development Instead of Having the Most Variety

Overall Results

Total Units Sold: 3,772
 Total Revenue: \$3,921,120
 Net Profit: \$1,228,463

Overall Market Share: 15%
 Balanced Scorecard: 48.65
 Marketing Effectiveness: 82.25

Foundation for Future Success

Scuderia Strategy → Strong Brands → Market Share → Profit → Future Growth

01

- Established strong brand positioning in Speed, Mountain, and Recreation segments.
- Built a multi-brand portfolio to cover multiple segments.
- Achieved positive net profit and strong marketing effectiveness.

02

- Developed brand awareness and customer satisfaction.
- Created a scalable strategy that can expand into new markets.

03

- Because we now have established brands in multiple segments, future executives can focus on improving brands and increasing market share rather than from scratch.

Recommendations for Future Executives

They **SHOULD**:

- Continue the multiple segment strategy and expand to new markets, including Bangalore.
- Continue investing in advertising and marketing.
- Continue improving product features through R&D.
- Focus on increasing market share in Recreation, which still has growth potential.

They **SHOULD NOT**:

- Cut advertising too much (hurts marketing effectiveness).
- Change brand positioning drastically.
- Compete only on price (would damage brand positioning).
- Focus too much on a single brand (Expansion requires imperfection)

Final Strategic Conclusion

Our strategy began with the single speed segment but expanded to multiple. Based on segmentation, we used targeting and marketing effectiveness to fit customer needs. Our strategy resulted in high profitability, market share, and strong marketing effectiveness. **Scuderia AddaDaas is now positioned for future growth and competitive success.**

The biggest thing we learned from the simulation was that fitting product features, price, and promotion to the correct segment is more important and profitable than simply trying to sell to everyone.

Balanced Scorecard

Results of the previous quarter (Quarter 6).

| Company Name ↕ | Total Performance ▼ | Financial Performance ↕ | Market Performance ↕ | Marketing Effectiveness ↕ |
|-------------------|---------------------|-------------------------|----------------------|---------------------------|
| Perpetua Motion | 134.157 | 194.471 | 119.000 | 89.000 |
| Scuderia AddaDaas | 48.654 | 30.712 | 33.000 | 82.250 |
| Carbon Cycles | 43.426 | 18.027 | 34.000 | 78.250 |
| Swift Cycles | 39.283 | 12.848 | 17.000 | 88.000 |
| C&P Cycling Co. | 39.152 | 21.457 | 20.000 | 76.000 |



Team Contributions - A Shift in Responsibilities

Chirag



Slide Deck Structure and Marketing Vocabulary

Financial Analysis

Overall Strategic Overview

Brand Design

Sales Structure and Brand Architecture

Lokesh



Assisted with Slide Deck

Promotion Strategy and Advertisement

Sales Channels

Market Offerings

Pricing

Future Steps