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Competitors' Responses 39 Points Stay strong!!! Don't try to be everything for everybody. We can't please everyone. It's important to focus on quality of the sales force, not quantity. Market research is crucial, always invest in it. Q&A? Market Marketing Strategy Development Minnesota Micromotors

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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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