

# Minnesota Micromotors Simulation Solution

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Minnesota Micromotors was a manufacturer of brushless, direct current motors used in orthopedic medical devices. “ Devices utilizing MM ’ s motors were typically used by orthopedic surgeons in large bone surgery, reconstructive surgery, trauma surgery, and sports medicine procedures ” (June, 2014).

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Question: Marketing Simulation: Minnesota Micromotors DashBoard For 2012 Q3 : Marketshare: Large Customers Segment A : Down 1.2% Segment B : Down 0.2% Segment C: Down 0.1% Segment D : Down 0.1% Small Customers Segment : Down 0.3% Segment Share: MM Large Customer 8% - Competitor 92% MM Small Customer 11% - Competitor 11% Quarterly Revenue: Large Customer: \$2,164,190 ...

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Quarterly Revenue \$2,214,532 Profit Margin 5% to 12% Large Customer segment 6% to 14% 1st attempt: Any Questions? Our Improvements Strategy Target Customer Performance Our starting point... Minnesota Micromotors Simulation Decreased sales force Save budget Invest in IMC Increase

Marketing. Simulation: Managing Segments and Customers BUS 656: Marketing Strategy and Planning Professor Joe Cannon Overview In this simulation, you are the newly appointed CEO of Minnesota Micromotors, Inc. (MM), a \$12 million manufacturer of motors for orthopedic medical devices.

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Minnesota Micromotors, Inc. (MM) is located in Minneapolis. The company is widely known for producing orthopedic medical services products. The development in the service provision and customer satisfaction for Minnesota Micromotors is a critical aspect as it is an internationally competing company.

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**Minnesota Micromotors Simulation Solution Essay Example**

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