



A STRATEGIC MANAGEMENT  
SIMULATION

# ORBYS COMPANY

MANAGING  
PRODUCT LIFE CYCLE  
DYNAMICS

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ALIGN

R & D

WITH

MARKETING STRATEGIES



# ORBYS COMPANY

Economy of speed is at least as effective on companies' profits as economies of scale is. Those who can enter the market in the first 20% period of a product's life cycle make 80% of the profits.

What kind of marketing strategy should I pursue in these dynamic market conditions? What kind of investment strategy do I need in order to obtain faster results from R&D? Should I develop a new generation product, or should I spend my R&D budget on improving the quality of the existing product? Choosing which strategy under which conditions will be more advantageous for me? Can I implement both of them together? After launching a new generation product onto the market, should I withdraw my old generation product from the market? If I withdraw it, when and under what conditions should I do so? How can I synchronise the product launch with my marketing expenditure, or should I do so? How can I harmonise my marketing strategies according to the stages of the product's life cycle?

In real life, there is no single correct answer to any of these questions. Under such dynamic conditions, creating a strategy is not very easy, and requires expertise. With Orbys Company, you will improve your skills while playing the simulation under market dynamics that are very similar to real ones. Test your strategies against those of real players.

## Learning outcomes

- Developing a marketing strategy in harmony with company strategy as a whole
- Implementing R&D strategies in a way that supports marketing strategies
- Managing the changes that occur during a product's life cycle
- By maintaining financial discipline while doing all of these, ensuring that your company makes sustainable profits