



# VARIETY BROS

STRATEGIC MARKETING  
AND PRODUCT MIX  
MANAGEMENT  
SIMULATION

**7th**  
science



# VARIETY BROS

Variety Bros is a Strategic Marketing simulation with a high level of difficulty, developed especially for product mix management. It is possible to set one's strategies according to the needs of market segments and later to change one's strategy according to competitors' moves. Of course, just as in real life, it is necessary to do this by taking the costs of strategy change into account, as Variety Bros has a realistic scenario that includes path-dependent options.



By paying attention to different priorities of different customer segments as well as to seasonality, which has different effects on demand for different products, participants make decisions on investment as well as on separate price marketing and production for each product. Besides gaining virtual experience equivalent to six years of experience in strategic marketing and product mix management, participants also develop their knowledge of business finance and operations management at an elementary level.

