



Detalle del Problema

- Empresa UBC de Conglomerate Inc. compite con Kellogg en el mercado de los cereales con un margen de 5% de un mercado de \$9.8 billones de dólares.
- Entrega directamente a sus clientes grandes y a través de distribuidores para los clientes pequeños.
- Quieren hacer más eficientes la distribución de los recursos de su fuerza de ventas.

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Solución del Problema

- Utilización de un CALLPLAN con cuatro cuentas, clientes: BiLo, Weis, Gian y O.W. Houts.
- Representante de estas cuentas tiene un registro de visitas históricas con sus ventas.

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Pregunta 1

Set up the sales-call constraints as John has specified them and run the optimization in CALLPLAN to get a recommended calling plan. Do the results make sense? Interpret them.

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Resultado de la Optimización

Number of (eight hour) Days in Selling Period:

Account	Base	Recom-	Recom-	Unit	Constraint		Base			Current Response			
	Selling	mended	mended		Effort		Response Estimates			Estimates			
	Effort	Effort	Sales Level (\$)	Margins (0 - 1)	Low	High	Non e	1/2-	1/2 +	Sat	Non e	1/2 -	1/2+ Sat.
BiLo	6	8	3,279,4	0,595	2	12	0,60	0,8	1,3	1,65	0,60	0,8	1,35 1,65
Weis	6	6	2,322,5	0,520	2	12	0,50	0,7	1,2	1,45	0,50	0,7	1,25 1,45
Giant	6	6	2,059,7	0,550	2	12	0,40	0,7	1,3			0,7	
O.W Houts	6	2	818,4	0,590	2	12	0,85	0,9	1,0	1,15	0,85	0,9	1,30 1,60
Total	24	22	8,480,0										
Net Profit = 4.566,8 4.774,6													

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Pregunta 2

John is thinking about putting one or more of these accounts through his distributor. (This is equivalent to removing the minimum visit restriction for each of the accounts.) How does this affect the recommendation in Question 1? Should he do it?

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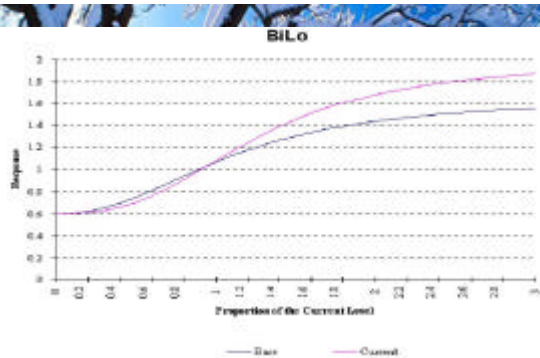
Resultado de la Optimización															
Number of (eight hour) Days in Selling Period:															
Account	Base	Recom-	Recomm-	Unit	Constraint		Base				Current Response				
	Selling	mended	mended	Sales	Margins	Effort	Response Estimates				Estimates				
	Effort	Effort	Effort	Level (\$)	(0 - 1)	Low	High	None	1/2-	1/2+	Sat	None	1/2-	1/2+	Sat.
BiLo	6	9	3.451,3	0,595	0	12	0,60	0,8	1,3	0,5	1,65	0,60	0,8	1,35	1,65
Weis	6	6	2.322,5	0,520	0	12	0,50	0,7	1,2	0,5	1,45	0,50	0,7	1,25	1,45
Giant	6	6	2.059,7	0,550	0	12	0,40	0,7	1,3	0	1,60	0,40	0,7	1,30	1,60
QW Houts	6	0	782,0	0,590	0	12	0,85	0,9	1,0	0,5	1,15	0,85	0,9	1,05	1,15
Total	24	21	8.615,4												
Net Profit = 4.566,8 4.855,4															
7															

Pregunta 3

John is rethinking BiLo's likely response to more selling effort because its volume has grown recently. He now believes that 50% more effort will bring in 50% more sales and unlimited effort will bring in twice the current level of sales. How does this affect his calling frequency (assuming no minimum visit constraints)?

Resultado de la Optimización															
Number of(eighthour) Days in Selling Period:															
Account	Base	Recom-	Recomm-	Unit	Constraint		Base				CurrentResponse				
	Selling	mended	mended	Sales	Margins	Effort	Response Estimates				Estimates				
	Effort	Effort	Effort	Level (\$)	(0 - 1)	Low	HI	None	1/2-	1/2+	Sat	None	1/2-	1/2+	Sat
BiLo	6	10	4.091,7	0,595	0	12	0,60	0,80	1,35	1,65	0,60	0,80	1,50	2,00	
Weis	6	5	2.124,9	0,520	0	12	0,50	0,75	1,25	1,45	0,50	0,75	1,25	1,45	
Giant	6	6	2.059,7	0,550	0	12	0,40	0,70	1,30	1,60	0,40	0,70	1,30	1,60	
QW Houts	6	0	782,0	0,590	0	12	0,85	0,92	1,05	1,15	0,85	0,92	1,05	1,15	
Total	24	21	9.058,3												
Net Profit = 4.566,8 5.133,7															
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Resultado de la Optimización



Pregunta 4

- John's regional sales manager has suggested that he spend more time at a new Weis that has just opened in Harrisburg. According to John's best guess, if he made two additional visits to that store each quarter, he would bring in \$1,400 more in quarterly sales (with a margin similar to that of the store in State College). Should he do this if it means cutting the number of visits to his State College store-clients to four per quarter (again, assuming no minimum number of visits per quarter for any account and using the calibration from Question 3)?

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Resultado de la Optimización

Number of (eight hour) Days in Selling Period:

Account	Base Selling Effort	Recom- mended Effort	Recomm ended Sales Level (\$)	Unit Margins (0 - 1)	Unit	Constraint Effort		Base Response Estimates				CurrentResponse Estimates			
	Effort	Effort	Level (\$)	(0 - 1)	Low	Hi	None	1/2-	1/2+	Sat	Non e	1/2-	1/2+	Sat	
BiLo	6	11	4,291.4	0.595	0	12	0.60	0.80	1.50	2.00	0.60	0.80	1.50	2.00	
Weis	6	0	1,115.0	0.520	0	12	0.50	0.75	1.25	1.45	0.50	0.75	1.25	1.45	
Giant	6	5	1,849.2	0.550	0	12	0.40	0.70	1.30	1.60	0.40	0.70	1.30	1.60	
O.W Houts	6	0	782.0	0.590	0	12	0.85	0.92	1.05	1.15	0.85	0.92	1.05	1.15	
Total	24	16	8,037.5												

Net Profit = 4,585.3 4,611.6

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Pregunta 5

- How can CALLPLAN or a similar model be adapted to a range of products, some of which are new (whose sales will not be immediate) or to a mixture of current and prospective accounts? (Prospective accounts may or may not provide any sales at all at low levels of selling effort.) Is the model's objective the right one for these cases? What would you recommend?

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Proyecto Final

- Estado de Avance
- 3 Grupos, 15 minutos presentación y 5 minutos de pregunta cada uno.
- Mandar Powerpoint , un día antes.
- Estructura del Informe
- Programación de las presentaciones

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