

A.3 Lista de variables del modelo de Market Growth de Jay Forrester

Variable
Normal Sales effectiveness
SEDM
Sales Effectiveness
Delivery delay recognized by Mkt.
Delivery delay recognized by company
Time to set delivery delay goal
Time Mkt Regoniz delivery delay
Delivery delay operating goal
Delivery delay indicated
Delivery delay condition
Delivery delay minimum
Delivery delay bias
Capacity expansion fraction
Production capacity fraction
Delivery rate average
PCF
CEF
Production Capacity
Production capacity in order
PCO switch
Production capacity receiving
Production capacity ordering
Salesmen
Orders booked
Backlog
Salesmen hired
Indicated salesmen
Salesmen salary
Budget
Delivery rate average
Revenue to sales
Delivery rate average time