

# METODE DECIZIONALE BAZATE PE TEHNICA SIMULĂRII CU APLICARE ÎN MARKETING

## DECISION METHODS BASED ON THE SIMULATION TECHNIQUE APPLIED TO MARKETING

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**Abstract:** To streamline the distribution process, we must consider especially the marketing by choosing the most efficient marketing strategy. The risk analysis and the method of the decision stochastic tree are two simulation methods that aim at creating some results, on the account of which the decision taking person may decide to obtain the preestablished economic targets. The simulation, even if it doesn't always offer precise solutions, can be useful for considering economical complex issues within a company, especially in the case where no analytic studio is available. The present article offers a theoretical approach of the decision stochastic tree method and of the risk analysis method, which is good to take into consideration when trying to streamline the decision process within a company.

**Keywords:** marketing, distribution, tree, risk, method, decision, analysis, simulation.