

BUCEA-MANEA-TONIS, Rocsana, BUCEA-MANEA-TONIS, Radu, *Marketing Simulation - Reducing the Transport Cost for Commercial Agents*

Abstract: The article is drafted from the perspective of the marketing manager who must minimize carrying costs of a salesperson that share multiple products. We have tackled this simulation problem using a Hamiltonian cycle associated to transport network conceptual reduced to a graph. Identification of optimal solution was achieved through the implementation of Branch and Bound heuristic algorithm in the C++ programming language. The article is developed on two directions: a conceptual approach to clarify the algorithm used and its source code implementation.

Keywords: critical path, optimal transport problems, Branch and Bound algorithm, Hamiltonian cycle, marketing simulation

AMS Classification: C610, M310.