



Area

Production –
Tecnology

Level

6, 7

Topics

Internationalization
Strategy Economic-
financial management
Operation
management Product
marketing

Modality

Competitive

Time

Between 18 and 36
hours

BusinessStrategy reproduces the competitive scenario of five home technology companies that must compete with each other. Each of the companies has a differentiated competitive position, according to its implementation in different geographical areas internationally.

Companies produce and market three product lines:

- High personal technology
- Small household appliances
- Home automation

The simulator allows users to understand the implications of the globalization process on the different links in the value chain (organization, financing, innovation, production, marketing).

The simulator considers up to 9 markets and in each of them 3 demand segments: Price, Innovators and Benefits.



Participants must make decisions related to:

Markets

Entry into new markets.

Prices

Prices by product and market.

Product

Product innovation level improvement

Brand

Spending on brand promotion by product and market.

Comercialization

Commercial delegation by country.

Market research

Research purchase.

Production

Acquisition of new factories, investment in technological development, units to produce per product.

Logistics

Logistic mode selection. Implementation of a customer management center. Warehouses by factories. Market Distribution Centers.

Training

Development of the capabilities of the organization.

Bank Financing

Request for short and long term budget to the bank.