



Area

Textile

Level

5

Topics

Internationalization
Strategy Economic-
financial
management
Operation
management
Human resources
management

Modality

Competitive

Time

Between 16 and 32
hours

Global2020 reproduces the competitive scenario of various companies producing textile clothing items, which must compete with each other.

The simulator requires developing a comprehensive internationalization strategy:

- Sales: entry into new markets
- Production: manufacture or buy products from suppliers

Companies produce and market three product lines:

- Shirts
- Ties
- Clothing accessories.

The company is manufacturing and marketing its products in one country, but in the development of the simulation it may decide to implant a factory in another country and enter new markets. Each market is defined by three demand segments.



Participants must make decisions related to:

Markets

Entry into new markets.

Products

Improvement of product design and selection of raw material supplier.

Brand

Spending on brand promotion by product and market.

Prices

Prices by product and market.

Production

Acquisition of new factories, investment in technological development, units to produce by product and units to buy from suppliers.

Short and long term financing

Short and long term budget request.

Market research

Research purchase.

Training

Development of the capabilities of the organization.

In addition, participants must solve certain exercises such as the opening of a purchasing department, the entry of a capitalist partner, the change of supply modality or the investment in new machinery.