



Area

Tecnology wearable

Level

7

Topics

Internationalization
Strategy Economic-
financial
management
Operation
management
Strategic marketing
Innovation
Management

Modality

Competitive

Time

Between 32 and 48
hours

Global2030 reproduces the competitive scenario of various companies that design, manufacture and market wearable technology items in various markets.

The company emerged on the initiative of a small group of investors, who allied themselves with renowned researchers in the field of nanotechnology and telecommunications. The result was various patents applicable to different wearable items.

The items it produces and markets are:

- FitnessBand
- BrightGlasses.

The company's headquarters are located in Europe, where the strategy of the group's subsidiaries is directed. Initially, the company manufactures in Europe and markets its products in Europe and the US. The company has options to expand its production capacity in the US and China. Additionally, you can market your products in China.

Three demand segments are identified in the market: innovative, connected and classic.



Participants must make decisions related to:

Market

Entry into new markets.

Prices

Prices by product and market.

Product

Improvement of the level of product innovation. Product configuration according to the level of innovation available.

Brand

Spending on brand promotion by product and market.

Innovation

Innovation by product. Expansion of the capacity of the innovation center.

Market Resourch

Research purchase.

Production

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

Training

Development of the capabilities of the organization.

Short and long term bank financing

Request for short and long term budget to the bank.

Financing / Intra-group costs

Capital increase subsidiaries and financing holding-subsidiaries.

% Margin in intragroup purchases