

Area

Textile

Level

1

Topics

Basic concepts of business management

Modality

Non-Competitive

Time

Between 2 and 6 hours



T-Shirt has been designed with students in mind without prior knowledge of business management and who want to "play" in the business world.

You are the new T-Shirt Business Advisor!

The student will have the opportunity to advise Adam Keller, who has been in the world of surfing for more than 10 years participating in international championships. Two years ago he began designing t-shirts for friends and acquaintances and, due to the success achieved, he decided to start his own business.

The company needs someone to make the right strategic decisions to manage the business.



As a Business Advisor, you can decide on:

Brand

Budget in promotion.

Price

Price per product.

Product

Product design improvement.

Raw material

Product Design Expense.

The exercise will help students become familiar with some Basics: Market, Price, Sales, Margin, Utility, Product, Brand,...

The exercise aims to show the most exciting and attractive part of business, compared to a theoretical vision of business.

The simulator may also be appropriate for prospecting and student recruitment activities.