

# THE STRATUP HANDBOOK



WORLDS FIRST, REAL TIME, MULTIPLAYER  
GAMIFIED BUSINESS SIMULATION

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## ABOUT US

Biz Games is the world's first game based learning courses that you can choose from.

The game based learning courses are published by Processbee Technologies. At Processbee, we design and develop learning games that simulate business environments with a focus to measure and impart 21st century skills.

Our immersive, role-playing and time-bound games simulate business environments and transport you to a micro world of strategies and business decisions affecting the market and the world around you.

Our Games provide a risk free environment for you to experiment and explore with decisions. We believe in creating an immersive and impactful learning environment through our applied games.

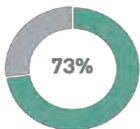




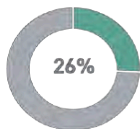
# FUTURE OF WORK

What does the **FUTURE WORLD OF WORK** look like for Millennials?

## MILLENNIALS ARE WORKING **LONGER AND HARDER** THAN PREVIOUS GENERATIONS



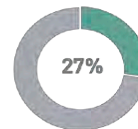
work more than 40 hours a week



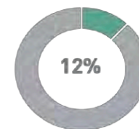
are working two or more paid jobs



expect to work past the age of 65



think they will be working over the age of 70



say they are likely to be working until they die

## THEY EXPECT TO **TAKE THEIR FOOT OFF THE GAS**



84% expect to take an extended career break



4/10 plan to take a significant break to travel



**WOMEN** plan to take more time out to care for others, such as children, older relatives and partners; this is less of a priority for men



Taking time off to support a partner in their job **ISN'T** a priority for either gender

## **NEW WAYS OF WORKING** – MILLENNIALS WANT IN

They're prioritising three things when choosing where and how they work:



**MONEY**



**SECURITY**



**TIME OFF**



3/4 of working Millennials are in full-time jobs today; but over half are open to new ways of working in the future, and over a third are considering self-employment



Half would consider leaving their current job due to a lack of appreciation



# FUTURE OF WORK



## Today

Automating repetitive, standardised or time-consuming tasks and providing assisted intelligence.

Increased demand for STEM skills to build new tech ecosystem.



## Emerging

Fundamental change in the nature of work. Humans and machines collaborate to make decisions.

Uniquely human traits – emotional intelligence, creativity, persuasion, innovation – become more valuable.



## Future

Adaptive continuous intelligent systems take over decision-making.

The future of humans at work is questioned.



## FUTURE OF WORK

*“So what should we tell our children? That to stay ahead, you need to focus on your ability to continuously adapt, engage with others in that process, and most importantly retain your core sense of identity and values. For students, it’s not just about acquiring knowledge, but about how to learn. For the rest of us, we should remember that intellectual complacency is not our friend and that learning – not just new things but new ways of thinking – is a life-long endeavour.”*

**Blair Sheppard**

Global Leader, Strategy and  
Leadership Development, PwC





## Top 10 skills

### in 2020

1. Complex Problem Solving
2. Critical Thinking
3. Creativity
4. People Management
5. Coordinating with Others
6. Emotional Intelligence
7. Judgment and Decision Making
8. Service Orientation
9. Negotiation
10. Cognitive Flexibility



### in 2015

1. Complex Problem Solving
2. Coordinating with Others
3. People Management
4. Critical Thinking
5. Negotiation
6. Quality Control
7. Service Orientation
8. Judgment and Decision Making
9. Active Listening
10. Creativity



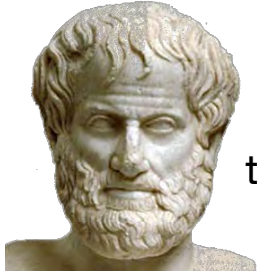




**ARE YOU  
READY?**



## THE NEED OF THE HOUR : RIGHT SKILLING



Aristotle

“For the things that we will have to learn before we can do them, we learn by doing them”



Einstein

The only source of knowledge is experience”



Confucius

“I hear and I forget  
I see and I Remember  
I do and I understand”





**STRATUP - WORLD'S FIRST REAL  
TIME, MULTIPLAYER, GAMIFIED  
BUSINESS SIMULATOR**

# STRATUP - RUN A VIRTUAL BUSINESS





# THE ULTIMATE GAME TO EXPERIENCE THE ART OF RUNNING A GLOBAL ENTERPRISE

STRATUP is a Multiplayer Role Playing Business Simulation Game. The game transports players to a virtual world of reality, where they don the hat of head of Marketing, Operations, Finance, HR, IT & Strategy.

The newly formed executive team, takes over from the old guard, who have been running the business for a year. The company is facing tough challenge from its competitors, the CEO has appointed a new set of executive team to steer the company in the growth path.

The road ahead is challenging yet promising. Players will form teams and assume various roles and create a strategic plan and negotiate for budgets.

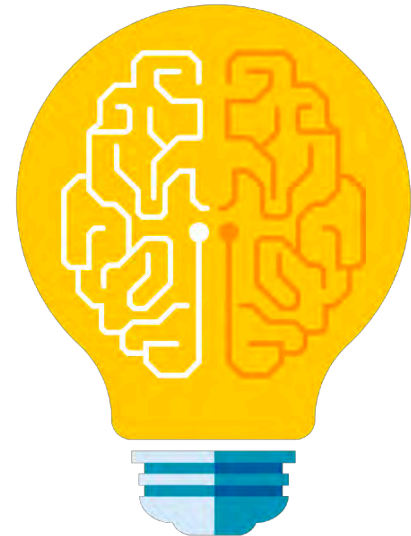
The game simulates a risk-free business environment with all its nuances such as organisational politics, strategic planning, budgeting and execution for players to experiment.





# 10 THINGS THAT YOU WILL LEARN FROM THE GAME

1. The Art and Science of running a business
2. Product Placement, Positioning, Segmentation and Pricing
3. Advertisement and Distribution Strategies
4. Understand fundamental HR principles and Organisational behaviour
5. Understand the impact of organisational politics and manage them
6. Describe the impact of raising capital from equity and debt options
7. Concepts of Production Management, Supplier Selection and Inventory Management
8. Understand key concepts in HR such as Recruitment, Attrition, Training, Welfare and promotions
9. Teamwork & Cross Functional Alignment
10. Have a realistic understanding of how an organisation functions





## 6 SKILLS THAT YOU WILL ACQUIRE

1. Dynamic Decision Making
2. Critical Thinking
3. Planning
4. Goal Orientation
5. Financial Acumen
6. Team work and Coordination





## WHAT STUDENTS HAD TO SAY

**ANJALI** ★★★★★

"I liked the fact that it covered almost all the departments and every single aspect of an organization. So we were able to understand many concepts which we didn't while learning it from the textbooks. The game helped me to learn the overall working of a company, the role of each department in various tasks...."

**SELMA** ★★★★★

Even though the game appeared complex, in the beginning, it was the best experience ever. It was the first time I had ever used a game based learning in an educational institution at Master's Level. The game was a bit complicated to understand. But as soon as I got the knack of it, things began to fall into places. It was immersive, fun and brought team members closer. The key takeaway is to never lose hope whatever happens and to strongly support your teammates to reach your goals....

**ALOK** ★★★★★

The fact that it is a platform where we can implement all the theories learnt in classrooms and from books without any risk is amazing.





## WHAT PROFESSORS HAD TO SAY



**DR. DEEPAK GUPTA, IIT, IIM, U C BERKLEY**

*“ I am intrigued by the concept of the game STRATUP. I have seen this game in action and I have seen other games in the market. This is a game that is far ahead of times in terms of what has been planned in the game, the way it has been implemented and the deep thinking that has gone behind the game.”*



## LETS GET STARTED

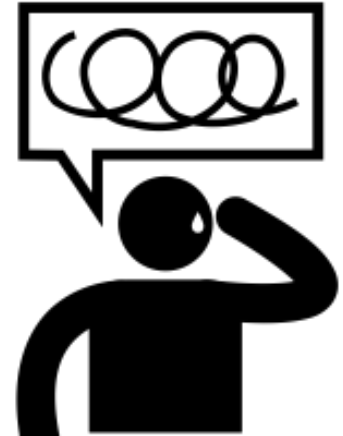
*“The only thing that prepares you to run a company is running a company”  
Ben Horowitz, VC and Serial Entrepreneur*





## ISN'T IT DIFFICULT

“Difficult roads often lead to beautiful destinations”





## RECAP OF THE CASE STUDY



*You run a Toy Car Manufacturing Company*



*Roles: Marketing, Operations, HR & Finance*



*Market Presence: Territory 1*



*First Year Revenue - 6.9 Cr*



*Customer Segments: Kids, Teens, Racing Enthusiasts & Car Collectors*



*Products: Kisan Micra, Swift Micra, Figa & Kitz*



*No of Employees: 51*



*Production Plant: North Town Total Capacity 1.35 L and Current Capacity - 35K*

### ***Problem Areas and Concerns***

*The demand for the product is high, however the company does not have enough capacity*

*Production efficiency is low because of improper supplier selection and lack of training*

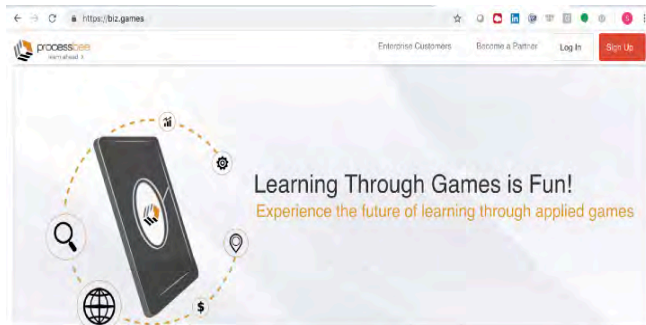
*Salesforce is not motivated enough and are not trained*

*The company wants to expand from its current territory base*



# GETTING USED TO THE ENVIRONMENT

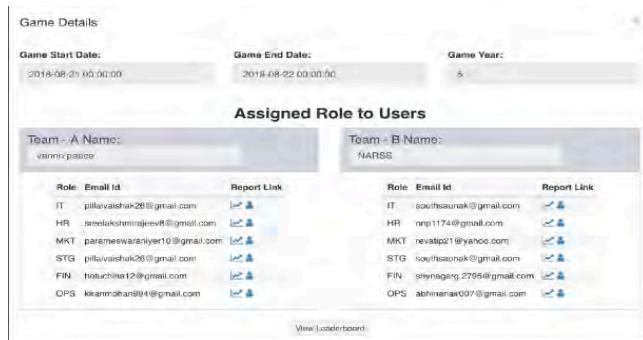
## 1. GAME REGISTRATION



## 2. DOWNLOAD THE GAME



## 3. ANALYTICS PORTAL





## HOW TO ACCESS ANALYTICS PORTAL

**To Register user account , Download Game & Access  
your Game Dashboard and Profile Report go to**

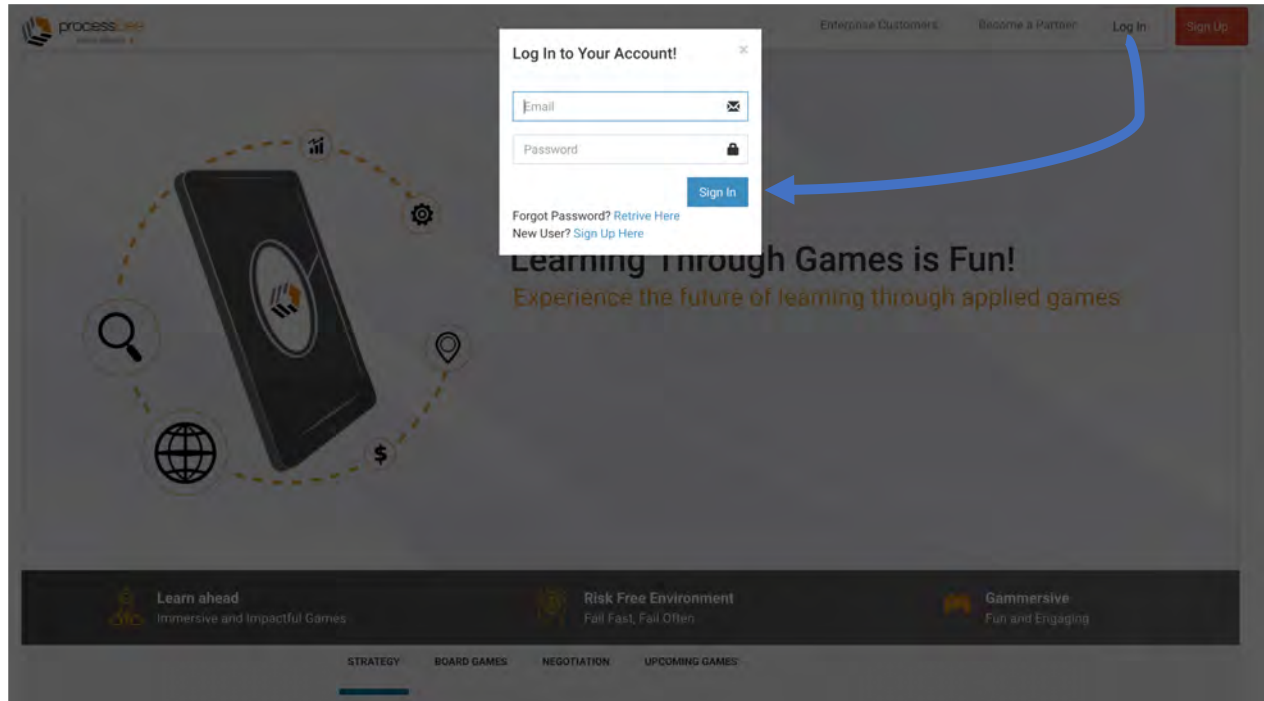
**<https://biz.games/>**





# HOW TO ACCESS ANALYTICS PORTAL

Click Login and Enter your Registered Email ID and Password





# HOW TO ACCESS ANALYTICS PORTAL

Click My Account to view your List of Games and Click View More Detail

**processbea**  
Business Analytics

My Account L

## List of Games Signedup

Game Title	Game Token	
The Call of the Leader	be9O-KF8J	<a href="#">View More Details</a>
The Call of the Leader	BxlN-BxYd	<a href="#">View More Details</a>
The Call of the Leader	8EYF-UTBN	<a href="#">View More Details</a>
The Call of the Leader	99Wm-CScb	<a href="#">View More Details</a>
The Call of the Leader	i7Gk-4lKA	<a href="#">View More Details</a>
The Call of the Leader	tnYq-Civ5	<a href="#">View More Details</a>
The Call of the Leader	0Sj4-HGNY	<a href="#">View More Details</a>
The Call of the Leader	313s-66TC	<a href="#">View More Details</a>
The Call of the Leader	dSnL-1aDX	<a href="#">View More Details</a>
The Call of the Leader	wNlO-VE8m	<a href="#">View More Details</a>

1 2 3 4 5

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AACSB Business Education Alliance

EdTech COLLECTIVE

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f in



# HOW TO ACCESS ANALYTICS PORTAL

You can now access your reports by clicking report links

The screenshot shows the 'Game Details' page. At the top, there are fields for 'Game Start Date' (2018-09-19 02:33:27), 'Game End Date' (2018-09-23 02:33:32), and 'Game Year' (5). Below this is the 'Assigned Role to Users' section, which is divided into two columns: 'Team - A Name' (team21) and 'Team - B Name' (ICBM-PROCESSBEE). Each column contains a table with 'Role', 'Email Id', and 'Report Link' columns. In the 'Team - A' table, the 'Report Link' for the 'MKT' role is circled in blue. A blue arrow points from this circle to the left, towards the 'Game Dashboard' label. In the 'Team - B' table, the 'Report Link' for the 'HR' role is circled in blue. A blue arrow points from this circle to the right, towards the 'Profile Report' label. At the bottom of the 'Assigned Role to Users' section, there is a 'View Leaderboard' link circled in blue. A blue arrow points from this circle downwards to the 'Leaderboard' label.

Team	Role	Email Id	Report Link
Team - A Name: team21	MKT	ga@processbee.com	<a href="#">Report Link</a>
	FIN	sanithreddy mannepu@gmail.com	<a href="#">Report Link</a>
	OPS	sanithreddy mannepu@gmail.com	<a href="#">Report Link</a>
Team - B Name: ICBM-PROCESSBEE	HR	leelavinodh@processbee.com	<a href="#">Report Link</a>
	MKT	leelavinodh@processbee.com	<a href="#">Report Link</a>
	FIN	leelavinodh@processbee.com	<a href="#">Report Link</a>
	OPS	leelavinodh@processbee.com	<a href="#">Report Link</a>

Game Dashboard

Profile Report

Leaderboard



## HOW DO YOU WIN THE GAME?

Your team competes with other teams in the market and your winning is based on..

Revenue

30% Weightage

Profit after  
Tax

30% Weightage

Employee  
Development

20% Weightage

Share Price

20% Weightage



## LET'S GET STARTED





# GETTING USED TO THE GAME ENVIRONMENT

Teams compete in a market to capture various territories where the demand and customer expectations of products are different.



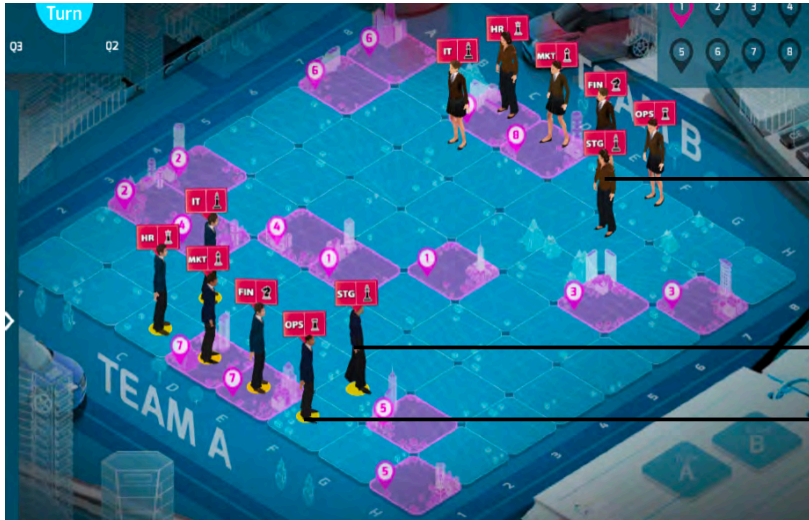
**Market:** The chessboard represents a market in which you and your competitors operate

**Territory:** The pink cells represents a territory and you have 8 territories





# GETTING USED TO THE GAME ENVIRONMENT



**Competitor:** Your immediate competitor.  
There are many competitors in the market

**Your Team:** You along with your colleagues will  
for a team and compete with others in the  
market.

**You:** The Avatar with a yellow base represents  
you on the board.

**Note:** There are many competitors in the market who are looking to capture the market share. While you are able to see only your immediate competitor on the board.



# GETTING USED TO THE GAME ENVIRONMENT

Teams will run their virtual organisation for a duration of 3-5 gaming years

**Time:** The dial represents the time factor in your game.

**Duration:** Depending on available time, you will play 3-5 years of game

**Quarter:** Every Financial year is divided into 4 quarters: Q1 - Q4

**1 Quarter:** Every 18 Moves in total on the chess board represents a quarter

**Every Move:** Your team has 2 Mins to make a move



**My Turn:** My Turn represents that it is time for your team to move

**OPP Turn:** OPP Turn represents that it is time for your opponent's to move

**Review Time:** At the end of every quarter, your team will get 5 mins to review your teams performance

# GETTING USED TO THE GAME ENVIRONMENT

**Movement:** Players need to visit the territory by moving to the territory to acquire it and start doing business.



**Movement:** Click the yellow base and all the possible movement prediction will be highlighted

**Cutting:** Like in the game of chess, you can be cut by your opponent. While you are cut, you cannot access the decision forms

**Recall:** The others in your team can recall the cut person after a minimum of 2 moves by clicking on the foot of the avatar.

HR - Moves like a Queen

Finance - Horse

Marketing - Bishop

Operations - Rook (Elephant)

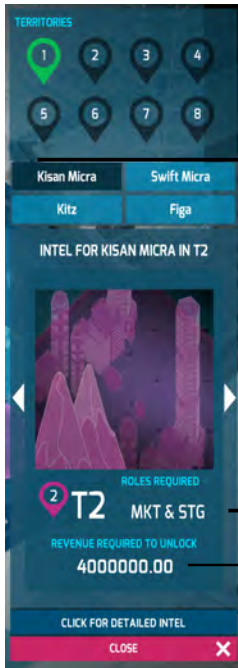
IT - King

STG - King



# GETTING USED TO THE GAME ENVIRONMENT

**Territory:** Every territory has unique characteristics in terms of its size, demand and customer expectations.



1. **Territory:** Click the Pin to know more about the details of the territory

2. **Roles:** The following roles (MKT & STG) are required to move to cell marked T2 to acquire the territory

3. **Revenue:** Minimum Revenue required to unlock the territory before achievement



4. **Product:** Change the product to understand the demand in the territory

5. **Territory Characteristics:** Swipe to know the characteristics across various customer segments

6. Territories are not exclusive, even your competitors can achieve them. However once achieved you get access to always.

**Note: Micheal Porter's threat of entry,** if both the roles have occupied the cells and acquired the territory, then they cannot be cut until they move out once.



# GETTING USED TO THE GAME ENVIRONMENT

EDU SCORE  
**4720**

TERRITORIES  
1 2 3 4  
5 6 7 8

KISAN MICRA SWIFT MICRA  
KITZ FIGA

INTEL FOR KISAN MICRA IN T5

CAR COLLECTORS

Demand 17280

SalesForce 4

VC Market Share 10

Customer Expectation

Max. Price 9750

Min Price 9375

Quality 90

Awareness 1000

CLICK FOR DETAILED INTEL

CLOSE X

Detailed Comparison: For a detailed comparison, **Click for Detailed Intel**

INTEL Review Time: MOVE 18 TIMER 3:26

DEMAND PRECONDITION VC MARKET SHARE SALESFORCE CUSTOMER EXPECTATION

Demand of Products

LEFT >> KISAN MICRA SWIFT MICRA KITZ FIGA

Kids Teens Car Collectors Racing Enthusiasts Whole Market

Select Segment

	T1	T2	T3	T4	T5	T6	T7	T8
QUARTER 1	2364	0	0	0	1055	13313	0	13250
QUARTER 2	2421	0	0	0	1232	15820	0	15260
QUARTER 3	2421	0	0	0	1232	15961	0	12180
QUARTER 4	2398	0	0	0	1221	15961	0	11900

DECISIONS PERFORMANCE BUDGETS PLANNING ACTUAL PLANNING KPI SHOWN CHAT HELLO VIDEO EMAIL LEADER BOARD OPTIONS

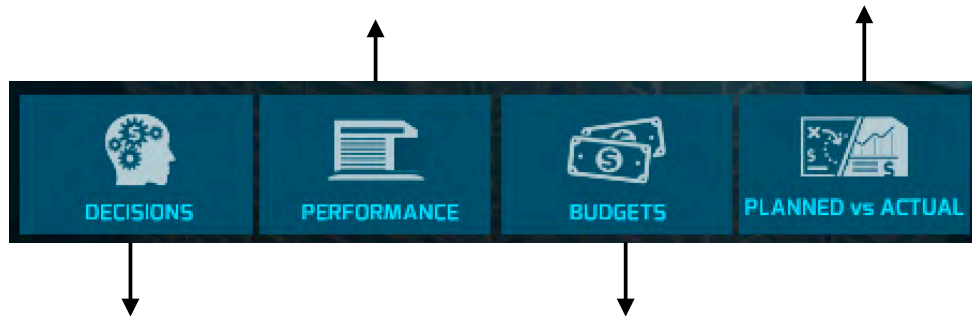
You can change the Product, Segment to view the demand, customer expectation, sales force requirement etc



## GETTING USED TO THE GAME ENVIRONMENT

Track your teams performance and view dashboard of your departments here.

STRATUP Master users can track the performance against their plan here



You need to make your decisions here. Based on your role, your decision panels will be enabled.

Track your budgets and raise adhoc budget requests here.



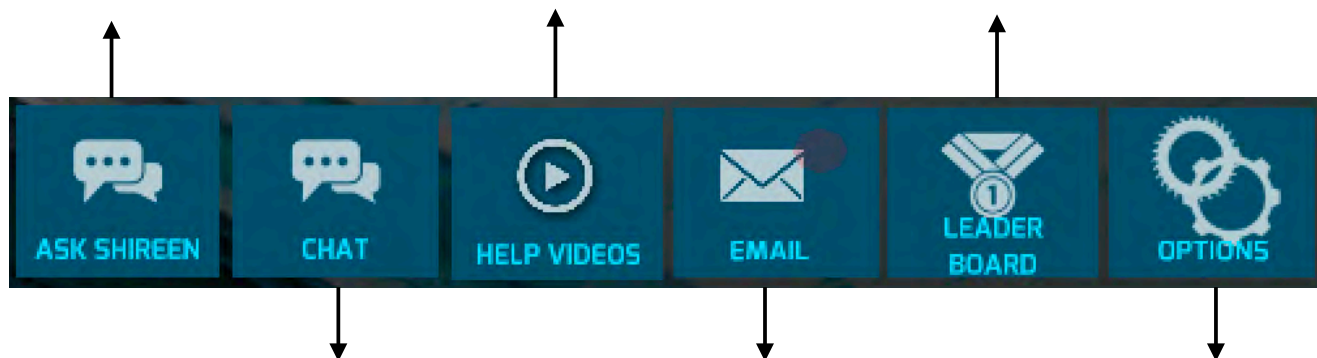


# GETTING USED TO THE GAME ENVIRONMENT

A chatbot to ask questions and understand the game.

Ready reckoner to help you understand the game

Track your leaderboard positions



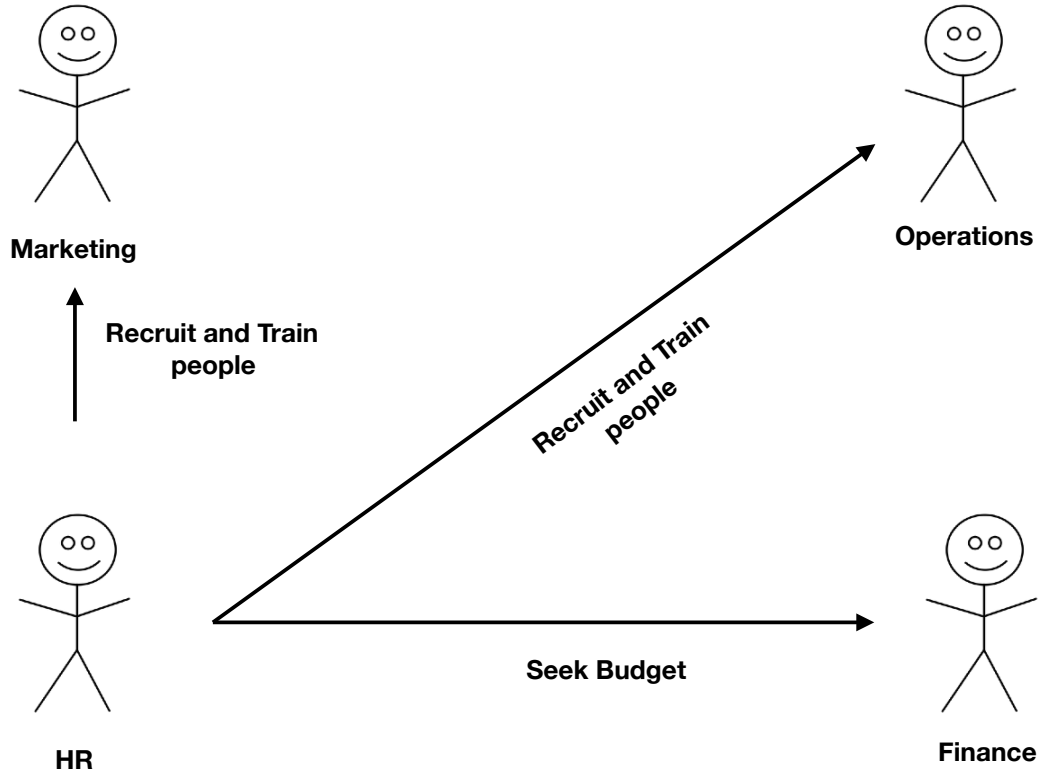
Chat with your team members

Send and Receive Emails

To check your Avatar and team status click Options



# HOW TO MAKE HR DECISIONS - ROLE OF AN HR





# HOW TO MAKE HR DECISIONS

**Decisions Console:** This is where you make your decisions

The screenshot displays the HR Decisions Console interface. At the top, there's a header with 'DECISIONS', 'My Turn', 'MOVE', '56', 'TIMER', '1:50', 'Help Videos', and 'HR'. Below the header, there are tabs for 'RECRUITMENT', 'TRAINING', 'WELFARE', 'PROMOTION', and 'RETRENCHMENT'. The 'RECRUITMENT' tab is active, showing 'RECRUITMENT DETAILS' and 'RECRUITMENT SUMMARY'.

**Recruitment Details:**

	OPS	IT	STG	MKT	FIN	HR	TOTAL
Current No. of Employees	7	3	3	7	3	3	26
No. of Employees to Recruit							
Salary	OFFER	OFFER	OFFER	OFFER	OFFER	OFFER	

Buttons: 'SELECT CHANNEL', 'Enter Value', 'SUBMIT'.

**Employee Profile:**

	ONBOARDING TIME	ATTRITION
Entry Level	6	HIGH
Manager	9	LOW
Senior Manager	12	MEDIUM
General Manager	18	LOW

Buttons: 'SNAPSHOT', 'REFERENCE'.

**Snapshot Console:** This is where you can refer the impact of your decision

**Reference Console:** The set of choices that you have to make your decisions



# HOW TO RECRUIT PEOPLE

1. Select the **Recruitment** tab

5. Select the **Channel** from where you like to recruit

2. Choose the designation

3. Enter the number of people whom you like to recruit

4. Select the Salary you would like to offer

6. Click Submit to initiate the process

**Note:** Employees will join after certain moves and not all of them will join. Check your snapshot for further details.

	OPS	IT	STG	MKT	FIN	HR	TOTAL
Current No. of Employees	7	3	3	7	3	3	26
No. of Employees to Recruit							
Salary	OFFER	OFFER	OFFER	OFFER	OFFER	OFFER	



# HOW TO TRAIN PEOPLE

1. Select the **Training** tab

2. Select the **Department** whose employee you would like to train

3. Enter the number of employees you would like to train

4. Select the Training Program

5. Click Submit to initiate training program

NO. TO TRAIN	PROGRAM NAME	COST/EMPLOYEE	EDI BENEFIT
Entry Level	SELECT		
Manager	SELECT		
Senior Manager	SELECT		
General Manager	SELECT		

**Note:** Training programs will impact EDI and hence the efficiency of employees. The impact of the training program will get accrued after certain moves



# HOW TO INITIATE WELFARE PROGRAMS

1. Select the **Welfare** tab

2. Toggle the switch to initiate welfare program

PROGRAMS	COST	EDI BENEFIT	STATUS
Group Family Insurance	500,000	1920	<input type="checkbox"/> No
Paternity Leave	250,000	1440	<input type="checkbox"/> No
Maternity Leave	700,000	2400	<input type="checkbox"/> No
Team Outing	300,000	1200	<input type="checkbox"/> No
Free Health Camp	200,000	720	<input type="checkbox"/> No
Family Outing	500,000	1200	<input type="checkbox"/> No

**Note:** Welfare programs will impact EDI and hence the efficiency of employees. The impact of the welfare program will get accrued after certain moves



# HOW TO INITIATE PROMOTION

1. Select the **PROMOTION** tab

2. Select the department

3. Enter the employee count under each designation you wish to promote

4. Choose the new salary

5. Click Submit to initiate promotion

PROMOTION FROM	PROMOTION TO	NO. OF EMPLOYEES	SALARY OFFERED
Entry Level	Manager		SELECT
Manager	Senior Manager		SELECT
Senior Manager	General Manager		SELECT

Enter Value

SUBMIT



# HOW TO INITIATE RETRENCHMENT

1. Select the **RETRENCHMENT** tab

	OPS	IT	STG	MKT	FIN	HR	TOTAL
No. of Employees	18	4	8	13	4	4	51
Entry Level							
Manager							
Senior Manager							
General Manager							

2. Enter the count of employees to retrench

3. Click submit to Initiate Retrenchment





## Reference & Snapshot - HR



## HR Reference

SELECT >>		EMPLOYEE PROFILE	CHANNEL CHARACTERISTICS
Employee Profile			
SNAPSHOT		REFERENCE	
		ONBOARDING TIME	ATTRITION
Entry Level		6	HIGH
Manager		9	LOW
Senior Manager		12	MEDIUM
General Manager		18	LOW

EMPLOYEE PROFILE

Tab to display each designation wise on-boarding time and Attrition Frequency

CHANNEL CHARACTERISTICS

Tab to display various recruitment vendor (Channels) with their conversion ratio and cost



## HR Snapshots

SELECT >>												
EMPLOYEES			RETRENCHMENT			TRAINING			WELFARE		ATTBTION	
Employee												
SELECT YEAR			1			SELECT QUARTER			1			
SNAPSHOT												
STRENGTH			RECRUITMENT EFFICIENCY					EMPLOYEE COST				
			OPS	IT	STG	MKT	FIN	HR	TOTAL	SUMMARY		
REFERENCE		Entry Level	9	3	5	9	3	3	32	No. of Employees Previous Year	51	
		Manager	5	1	2	3	1	1	13	No. of Employees Selected Year	48	
		Senior Manager	2	0	0	0	0	0	2	Growth (%)	-5.88	
		General Manager	1	0	0	0	0	0	1			

### EMPLOYEES

Under this tab we have three sub tabs  
Strength, Recruitment Efficiency, Cost

#### STRENGTH

#### STRENGTH

Tab to display available employee under  
each department designation wise

#### RECRUITMENT EFFICIENCY

Tab to display No. of people accepted the  
offer and reason for not accepted the offer

#### EMPLOYEE COST

Tab to display cost contribution towards  
Salary, Training, Welfare & Recruitment

#### RETRENCHMENT

Tab to display no. of people retrenched and  
impact on EDI

#### TRAINING

Tab to display no. of people trained, cost and  
EDI benefit

#### WELFARE

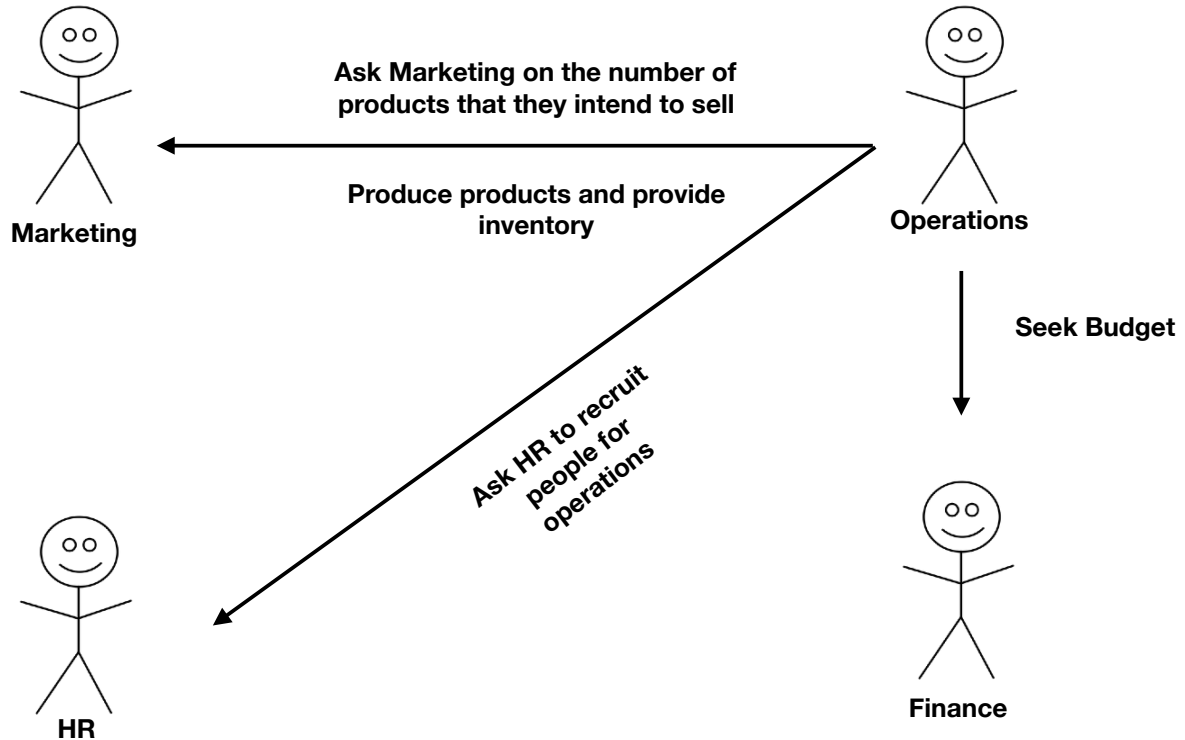
Tab to display welfare program implemented  
with cost and EDI benefit

#### ATTRITION

Tab to display no of people left the  
organization.



# HOW TO PRODUCE PRODUCTS





# HOW TO PRODUCE PRODUCTS

**Decisions Console:** This is where you make your decisions

**Snapshot Console:** This is where you can refer the impact of your decision

**Reference Console:** The set of choices that you have to make your decisions

The screenshot displays the OPS console interface, which is divided into several sections:

- Top Bar:** Includes a 'DECISIONS' header with a gear icon, a 'My Turn' status bar showing 'MOVE 2' and 'TIMER 0:24', a 'Help Videos' button, a 'HELP' button, and the 'OPS' logo.
- Navigation Tabs:** A row of tabs for 'PRODUCTION', 'SUPPLIER', 'PLANT', 'MACHINERY', 'WAREHOUSE & PACKAGING', and 'SUMMARY'.
- Product Planning Section:** Contains a 'SELECT >>' button, a list of products (KISAN MICRA, SWIFT MICRA, KITZ, FIGA), and a 'Product Planning' area with a 'Current Production Request' section and an 'Enter Value' button.
- Product Details Section:** Displays 'Raw Materials' and 'Ratio' for the selected products.
- Inventory Section:** A table showing inventory levels for various products and raw materials.
- Bottom Bar:** A row of icons for 'DECISIONS', 'PERFORMANCE', 'BUDGETS', 'PLANNED IN ACTION', 'PLANNING', 'ADD SCREEN', 'CHAT', 'HELP VIDEOS', 'EMAIL', 'LEADER BOARD', and 'OPTIONS'.

	PRODUCT	RAW MATERIAL
	KISAN MICRA	SWIFT MICRA
Opening Stock	1800	1200
Products Produced	0	0
Products Sold	0	0
Closing Stock	1800	1200
Products Awaited	0	0



# HOW TO PRODUCE PRODUCTS

**1. Product Selection:** Select the product that you will like to produce

3. Select the Supplier Tab

Product Planning	
Products in Inventory	1800
Products Planned (for the Year)	0
Products Produced	0
Balance to be Produced	0

Current Production Request

Enter Value

Product Details	
Raw Materials	2 0 1 1
Ratio	2 0 1 1

The ratio of raw materials required to produce 1 unit of product is displayed



# HOW TO PRODUCE PRODUCTS

## 3. Select Plant and Machinery

Raw Materials	Material 1	Material 2	Material 3	Material 4
Inventory	7600	4800	2600	3800
Reserved	0	0	0	0
Required	10000	0	5000	5000
Balance	2400	0	2400	1200
Ordered				

Raw Materials	Supplier 1	Supplier 2	Supplier 3	Supplier 4
Delta Corp				
Jack & Sons				
TPK Corp				
Ram & Co				

1. Enter the quantity of raw materials that you would like to procure

**Note:** You need to enter values greater than or equal the values in the balance section

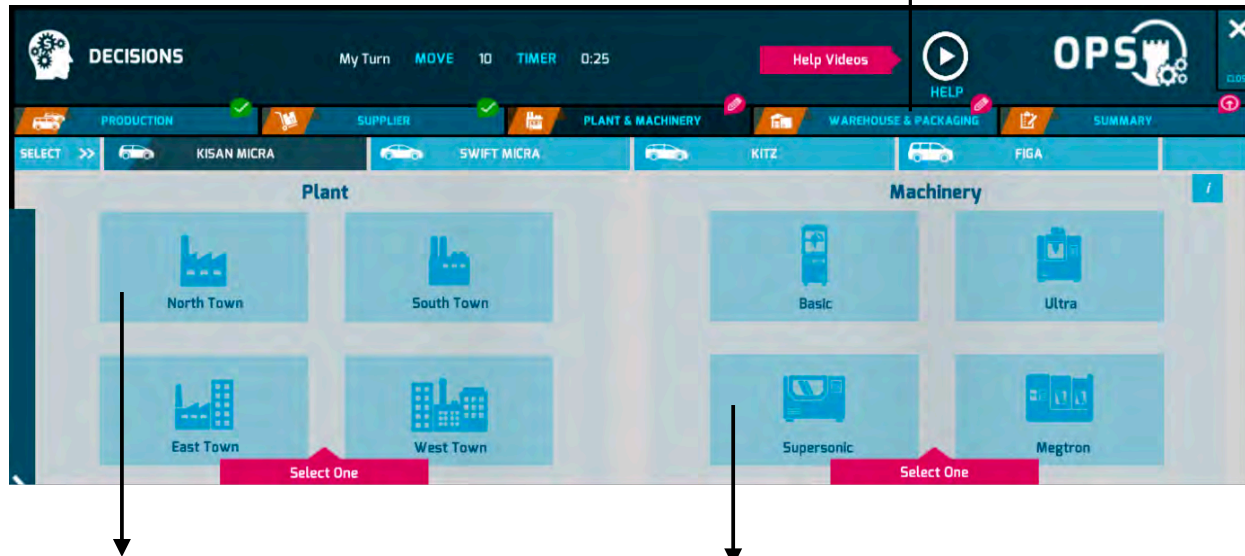
2. Enter the % of raw materials that you like to procure from your suppliers

**Note:** The column % should be equal to 100%

Note: Click help to know the available supplier capacity %



# HOW TO PRODUCE PRODUCTS



3. Select Warehouse & Packaging

1. Select the Plant that you have commissioned

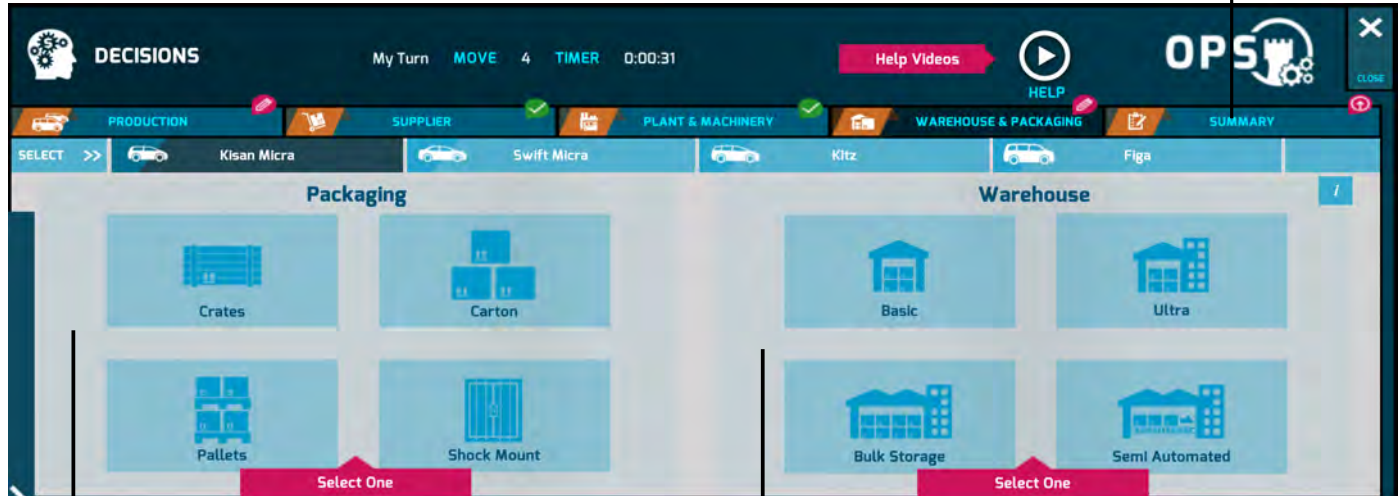
2. Select the Machine in which you would like to produce





# HOW TO PRODUCE PRODUCTS

3. Select summary tab



1. Select the Packaging

2. Select the warehouse to store the produced products



# HOW TO PRODUCE PRODUCTS

The screenshot shows a web interface titled 'DECISIONS'. At the top, there's a navigation bar with 'My Turn', 'MOVE', '12', 'TIMER', '1:10', a 'Help Videos' button, and a 'HELP' button. Below this is a horizontal menu with tabs: 'PRODUCTION', 'SUPPLIER', 'PLANT & MACHINERY', 'WAREHOUSE & PACKAGING', and 'SUMMARY'. The 'SUMMARY' tab is active. Below the tabs, there's a 'SELECT >>' button and a row of vehicle icons labeled 'KISAN MICRA', 'SWIFT MICRA', 'KITZ', and 'FIGA'. The main content area is titled 'Summary' and contains a table with the following data:

	Product		Kisan Micra
	Plant		North Town
	Machinery		Supersonic
	Warehouse		Semi Automated
	Packaging		Crates

At the bottom right of the interface is a pink 'SUBMIT' button with a right-pointing arrow. Two black arrows point from the 'Summary' table and the 'SUBMIT' button to the text below.

Review your decisions

1. Click Submit to initiate your production request.



# Reference & Snapshot - Operations



## Operations Reference

SELECT >>		INVENTORY	SUPPLIER	PLANT	MACHINERY	WAREHOUSE	PACKAGING	RESOURCES
		Inventory						
		PRODUCT		RAW MATERIAL				
SNAPSHOT		 Kisan Micra	 Swift Micra	 Kitz	 Figa			
REFERENCE	Opening Stock	1800	1200	0	0			
	Products Produced	0	0	0	0			
	Products Sold	0	0	0	0			
	Closing Stock	1800	1200	0	0			
	Products Awaited	0	0	0	0			

### INVENTORY

Tab to display available product and raw Materials

### WAREHOUSE

Tab to display warehouse capacity, cost and provision to buy / sell warehouse

### SUPPLIER

Tab to display supplier details like available capacity, Cost, Quality, Delivery time, etc.,

### PACKAGING

Tab to display packing type, cost and quality for each product

### PLANT

Tab to display Plant capacity, cost and provision to buy /sell plants

### RESOURCES

Tab to display No. of employee occupied in production

### MACHINERY

Tab to display Machine capacity, Cost and provision to buy/sell machine



## Operations Snapshots

SELECT >>		PRODUCTION EFFICIENCY		UNIT COST		PRODUCT PROFITABILITY	
Product Efficiency							
SELECT YEAR		1	SELECT QUARTER		1	SELECT PRODUCT	
SNAPSHOT	Product	Production Shortage Based on			No. of Products Produced, Shortage & Rejection Details		
		Placed for Production	Plant Capacity	Machine Capacity	Operator Efficiency	Total Products Produced	
REFERENCE						Capacity & Efficiency Issues	
		Products Rejection Based on				Products Rejected	
	Supplier Quality	Warehouse Quality	Packaging Quality	Machine Quality	Production Efficiency (%)		
					Moves		

PRODUCTION EFFICIENCY

Tab to display no of products produced and reason for product not produced

UNIT COST

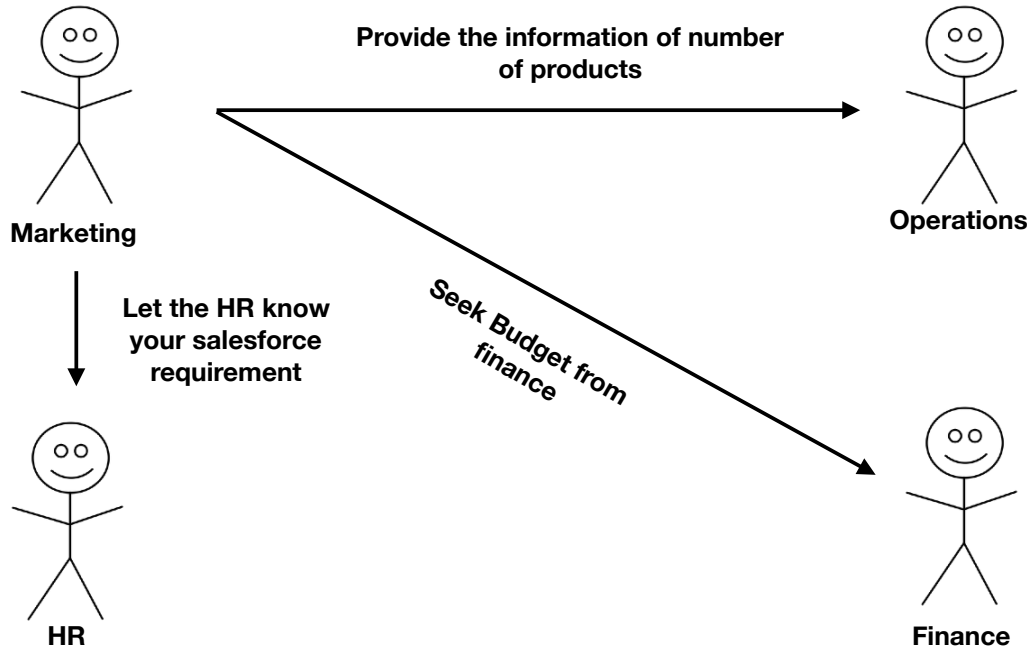
Tab to display unit cost for each product based on production

PRODUCT PROFITABILITY

Tab to display opportunity Revenue loss due to inefficiency in production



# HOW TO SELL PRODUCTS IN DOMESTIC MARKET





# HOW TO SELL PRODUCTS IN DOMESTIC MARKET

**Decisions Console:** This is where you make your decisions

**Reference Console:** The set of choices that you have to make your decisions

The screenshot displays the game's interface, divided into two main sections: the Decisions Console (top) and the Reference Console (bottom).

**Decisions Console:**

- Header:** Includes a 'DECISIONS' logo, a 'My Turn' indicator, a 'MOVE' button, a 'TIMER' showing 0:05, a 'Help Videos' button, and an 'MKT' logo.
- Navigation:** A row of tabs for 'PRODUCT ALLOCATION', 'ADVERTISE', 'DISTRIBUTION', and 'SALESFORCE'. Below these are product-specific tabs: 'KISAN MICRA', 'SWIFT MICRA', 'KITZ', and 'FIGA'.
- Product Allocation Section:**
  - Product:** Kisan Micra (Total: 1800).
  - Strategy Segment:** A dropdown menu with options: Kids, Teens, Car Collectors, Racing Enthusiasts, and Undifferentiated Whole Market.
  - Enter all values (Acquired territories only):** A red callout box pointing to the 'T1' column header.
  - Pick Strategy / Segment:** A red callout box pointing to the 'T6' column header.
  - Table:** A table with columns T1 through T8. Rows include 'No. of Products', 'Price of Product', and 'Discount %'. Each cell contains a dropdown menu.
  - After Sales Service:** A toggle switch set to 'No'.
  - Warranty Required:** A toggle switch set to 'No'.

**Reference Console:**

- Navigation:** A row of tabs for 'DEMAND', 'PRECONDITION', 'VC MARKET SHARE', 'SALES FORCE', and 'CUSTOMER EXPECTATION'.
- Demand Section:**
  - SELECT PRODUCT:** A dropdown menu.
  - SELECT SEGMENT:** A dropdown menu.
  - SELECT YEAR:** A dropdown menu.
  - Table:** A table with columns T1 through T8. Rows include 'Quarter 1', 'Quarter 2', 'Quarter 3', and 'Quarter 4'. Each cell contains a dropdown menu.

**Bottom Bar:** A row of icons for 'DECISIONS', 'PERFORMANCE', 'BUDGETS', 'PLANNED vs ACTUAL', 'MARKET', 'ASK SUGGEST', 'CHAT', 'HELP VIDEOS', 'EMAIL', 'LEADER BOARD', and 'OPTIONS'.



# HOW TO SELL PRODUCTS IN DOMESTIC MARKET

1. Select the product that you would like to sell

8. Click Advertisement to proceed

Review your Inventory

3. Enter the number of products that you would like to sell

4. Enter Price of Product

5. Choose the Discount

6. Apply After Sales Service

2. Choose the segment

7. Apply Warranty

Total	Strategy Segment	Kids	Teens	Car Collectors	Racing Enthusiasts	Undifferentiated Whole Market
Kisan Micra	1800					
No. of Products						
Price of Product						
Discount %						
After Sales Service						
Warranty Required						





# HOW TO SELL PRODUCTS IN DOMESTIC MARKET

## 5. Select Distribution

1. Select the media in which you would like initiate your promotion strategy

Mode	Unit	Frequency	Cost	Awareness
SELECT	SELECT	0	0	0
SELECT	SELECT	0	0	0
SELECT	SELECT	0	0	0
SELECT	SELECT	0	0	0

Enter Value

2. Choose from the various modes available

3. Choose the units of advertisement

4. Enter the number of times you would like to initiate your advertisement campaign

The awareness and the cost gets displayed



# HOW TO SELL PRODUCTS IN DOMESTIC MARKET

3. Click Salesforce to proceed

The screenshot shows a software interface with a dark blue header. The header contains a 'DECISIONS' logo, a 'My Turn' indicator, a 'MOVE' button, a '6' timer, a 'TIMER' button, a '0:00:42' timer, a 'Help Videos' button, a 'HELP' button, and an 'MKT' logo. Below the header, there are four main tabs: 'PRODUCT ALLOCATION', 'ADVERTISEMENT', 'DISTRIBUTION', and 'SALESFORCE'. The 'DISTRIBUTION' tab is currently selected. Under the 'DISTRIBUTION' tab, there are four sub-tabs: 'E-COMMERCE', 'SUPER STOCKIST', 'AGENCY', and 'WHOLESALER'. The 'E-COMMERCE' sub-tab is selected. Below the sub-tabs, there is a table with four rows and two columns. The first column contains labels: '% Margin Slabs', '%Sales Incentive Slabs', 'Training Slabs', and 'Marketing Support'. The second column contains 'SELECT' buttons with dropdown arrows. Arrows from the text instructions point to these elements: an arrow from '1. Select the distribution channel...' points to the 'E-COMMERCE' sub-tab; an arrow from '2. Choose Margin %...' points to the first 'SELECT' button; and an arrow from '3. Click Salesforce to proceed' points to the 'SALESFORCE' tab.

SELECT >>	E-COMMERCE	SUPER STOCKIST	AGENCY	WHOLESALER	RETAILER

1. Select the distribution channel in which you would like to initiate your distribution strategy

2. Choose Margin % , Incentive cost, Training cost & Marketing Support cost



# HOW TO SELL PRODUCTS IN DOMESTIC MARKET

	STRENGTH	T1	T2	T3	T4	T5	T6	T7	T8
Entry Level	10								
Manager	3								
Senior Manager	0								
General Manager	0								

The number of sales people in your organisation is displayed

1. Enter the number of sales people you would like to allocate in your territory

2. Click submit to initiate your sales request

**Note:** Sales happens ONLY at the end of every quarter.



# Reference & Snapshot - Marketing



## Marketing Reference

Reference are various choices which we will use for our decision



**Tab to display information about various territory like demand, Precondition, market Share, sales people and customer Expectation**

DEMAND

Tab to display Market Demand for each territory, product wise and segment wise

PRECONDITION

Tab to display Precondition to Acquire Territory

VC MARKET  
SHARE

Tab to display Virtual Market Share %

SALES FORCE

Tab to display Required Sales people for each Territory under each segment

CUSTOMER  
EXPECTATION

Tab to display Customer Expectation like price of the product, Awareness and quality



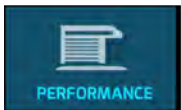
Tab to display various Advertisement channel with cost and effectiveness



Tab to display various Distribution channel with cost and effectiveness



## Marketing Snapshot



Snapshot are outcomes/ impacts taken by your decision

SALES SUMMARY

PRODUCT PROFITABILITY

SALES SNAPSHOT

COMPETITOR SNAPSHOT

**SALES SUMMARY** : Tab to display number of product sold in a graphic manner Year wise, Segment wise & Territory wise

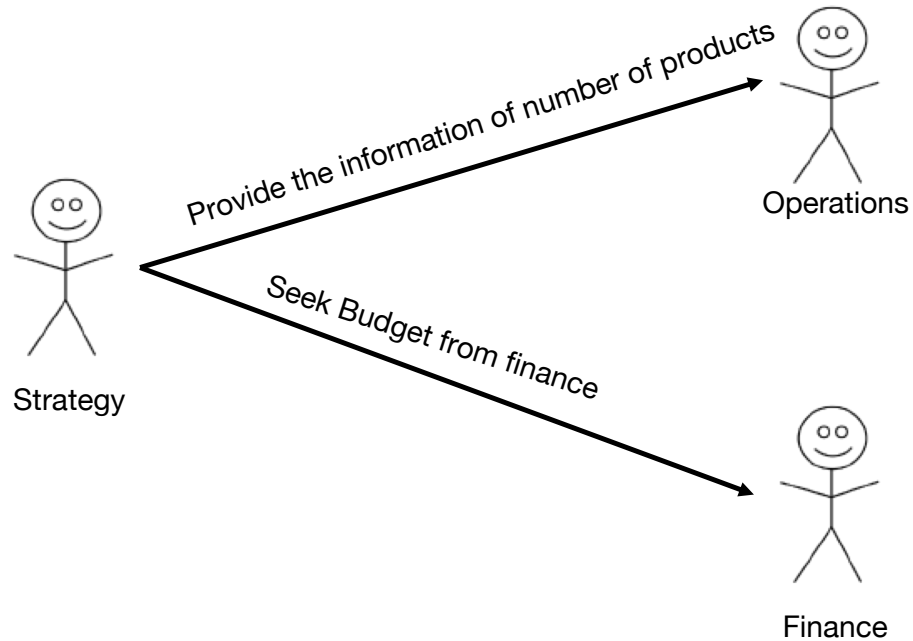
**PRODUCT PROFITABILITY** : Tab to display cost incurred and Revenue generated in each territory.

**SALES SNAPSHOT** : Tab to display allocated vs sold and reason for not selling. This tab helps to improve your sales by addressing issues listed in this tab while taking your decision.

**COMPETITOR SNAPSHOT** : Tab to display about the competitor sales information if any.



## HOW TO SELL PRODUCTS IN INTERNATIONAL MARKET





## HOW TO SELL PRODUCTS IN INTERNATIONAL MARKET

**Reference Console:** The set of Information about the country which helps to choose the country.

The screenshot shows the DECISIONS Reference Console for Australia. The interface includes a top navigation bar with country tabs (AUSTRALIA, BRAZIL, RUSSIA, SOUTH AFRICA, GERMANY) and a 'SELECT >' button. Below the navigation bar, the 'COUNTRY INFORMATION' tab is active, displaying various data points for Australia.

**Australia**

Population	24309330	Language	English	Capital	Canberra
Political Ideology	Federal	GDP	56327	Current A/C deficit	2
Legal System	Common law	GNP	387643	Human Development Index	2
Ease of Doing Business	13	Inflation	1	Purchasing power parity	7
Unemployment	5	Gini Coefficient	30	Average Labor Cost	48

**CULTURAL INDEX**

Individualism vs. Collectivism	38	Uncertainty Avoidance	49
masculinity Index	63	LTD	500
Power Distance	49	Indulgence vs. Restraint	63

**DEMAND**

SELECT >	KISAN MICRA	SWIFT MICRA	KITZ	PIGA			
SELECT YEAR 1							
Q1	100000	Q2	107000	Q3	106000	Q4	108000

Note: Demand Projection of '0' means there is no demand in the country.





# HOW TO SELL PRODUCTS IN INTERNATIONAL MARKET

Decisions Console: This is where you make your decisions

The screenshot displays the DECISIONS console interface. At the top, there's a header with 'DECISIONS', 'My Turn', 'MOVE 2', 'TIMER 0:01:43', a 'Help Videos' button, a play icon, and a 'STG' button. Below the header, there are tabs for 'AUSTRALIA', 'BRAZIL', 'RUSSIA', 'SOUTH AFRICA', and 'SUMMARY'. The 'AUSTRALIA' tab is selected, showing 'Australia' as the chosen country. Under 'Australia', there are options for 'Joint Venture' (selected) and 'Export'. Below this, there are product selection buttons: 'KISAN MICRA', 'SWIFT MICRA', 'KITZ', and 'FSLA'. The 'No. of Products' is set to 10000, 'Price' is 6700, and 'Partners' is 'Windsor Company'. A 'SUBMIT' button is on the right. Below these are 'PRECONDITIONS' with various metrics like 'Min. Commitment Quantity', 'Min. Available Production Capacity', 'Max Price', 'One Time Setup Cost', and 'Time Taken in Moves to Allocate Products'. At the bottom, there are sections for 'REVENUE & COST', 'SALES BREAKUP', and 'CULTURE SENSITIVITY SCORE'. The 'REVENUE & COST' section shows a 'SNAPSHOT' table with columns for 'Product Allocated', 'Products Sold', 'Cost Incurred', 'Revenue', and 'Profit', all currently at 0. The bottom navigation bar includes icons for 'GET HELP', 'REPORT PROBLEMS', 'BUDGETS', 'FINANCIALS', 'ANALYTICS', 'HELP', 'CONTACT', 'ABOUT', 'FAQ', 'SUPPORT', and 'SETTINGS'.

**Reference Console:**  
The set of choices that you have to make your decisions



# HOW TO SELL PRODUCTS IN INTERNATIONAL MARKET

2. Select International Business Tab to take decision

3. Choose Business Mode

6. Choose the Partner

1. Select the country that you would like to sell

4. Select the product that you would like to sell

5. Enter the number of products that you would like to sell and Price

7. Click submit to initiate your sales request

Note: Sales happens ONLY at the end of every quarter from allocation move.



# Reference & Snapshot INTERNATIONAL MARKET



## INTERNATIONAL Business (STG) Snapshots

Sales Breakup							
SELECT YEAR	SELECT QUARTER	SELECT COUNTRY	SELECT MODE	SELECT PRODUCT			
Products Allocated	Allocation Move	Demand	Reduction Due To: Mode of Entry	Culture Sensitivity	Brand	Market Share	Total Products Sold
0	0	0	0	0	0	0	0

REVENUE & COST

Tab to display Product Allocated and generate Revenue, Cost and profit percentage quarter wise

SALES BREAKUP

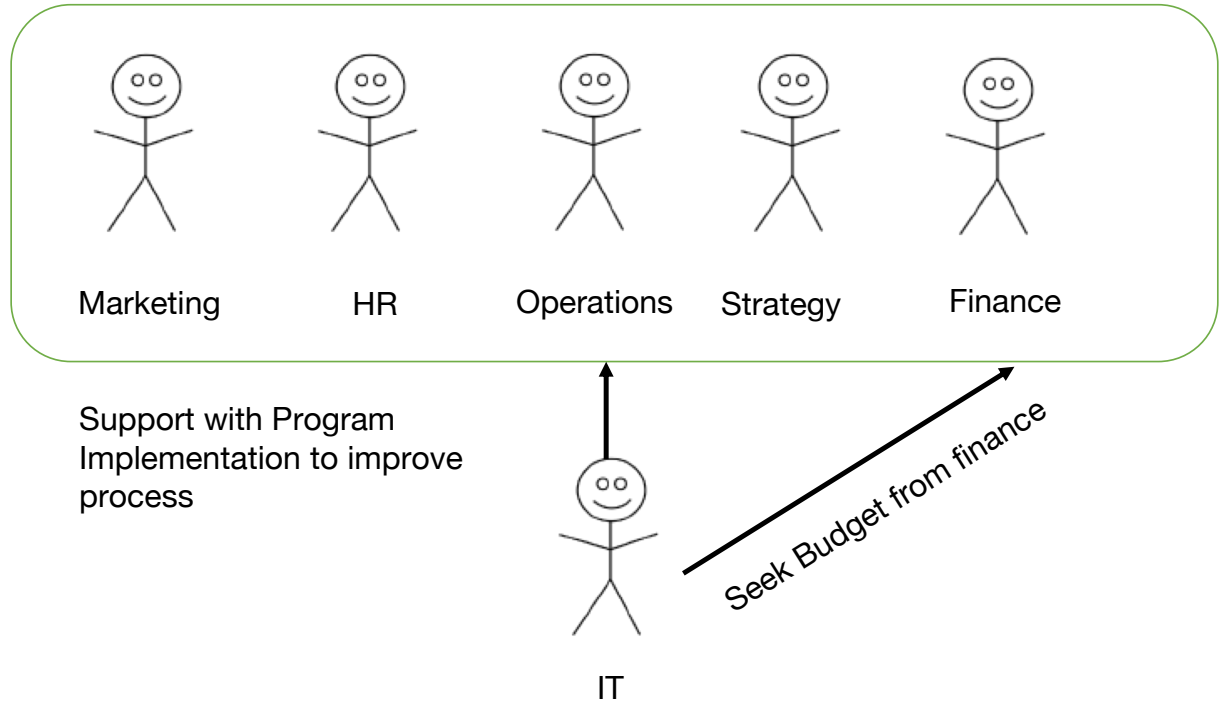
Tab to display No. of products sold and reason for products not sold

CULTURE SENSITIVITY  
SCORE

Tab to display how well you understood the country culture to do your business. This score helps you to improve sales.



## HOW TO IMPLEMENT IT PROGRAM





# HOW TO IMPLEMENT IT PROGRAM

1. Select the program to implement

2. Click Hardware tab to proceed



**Reference :** The set of Information about the IT program with Precondition and benefits



# HOW TO IMPLEMENT IT PROGRAM

3. Click Implementation to proceed

1. Choose the server

2. Choose to buy or Rental

The screenshot shows the DECISIONS software interface. At the top, there's a header with 'DECISIONS' and a 'My Turn' section showing 'MOVE 4' and 'TIMER 0:01:34'. There are buttons for 'Help Videos' and 'HELP'. On the right, there's an 'IT' icon and a close button. Below the header, there's a navigation bar with 'IT PROGRAMS', 'HARDWARE', and 'IMPLEMENTATION'. The 'HARDWARE' section is active, showing a 'SELECT >>' button and four options: 'TOWER SERVER', 'RACK SERVER', 'BLADE SERVER', and 'CLOUD SERVER'. The 'TOWER SERVER' option is selected. Below this, there's a 'Tower Server' section with a 'DESCRIPTION' area containing a text box with a description of a tower server. Below the description, there's a 'Buying' and 'Renting' toggle switch, with a 'Pick Option' button. At the bottom, there's a table with four columns: 'Hardware', 'Software', 'Implementation Time', and 'Other Costs'. Each column contains a list of costs and their values.

Hardware	Software	Implementation Time	Other Costs
Renting Cost 120,000	Software Cost 1,500,000	In-House 14	Training Cost 30,000
Buying Cost 150,000	Payment Frequency ONETIME	External Vendor 36	Support Cost 90,000
AMC Cost 12,000			Change Management 30,000
Availability in Moves 6			



# HOW TO IMPLEMENT IT PROGRAM

**DECISIONS** My Turn MOVE 4 TIMER 0:01:25 Help Videos IT

IT PROGRAMS ☒ HARDWARE ☒ IMPLEMENTATION ☒

### Implementation

Inhouse ☐ External Vendor [Pick Option](#)

Change Management Required ☐ No Training Required ☐ No [Pick Option](#)

NOTES

In order to reap the benefits of implementing the program, you would need to select appropriate strategy in terms of hardware, training, change management and development. The time taken for benefits to accrue would depend on the choice taken

Hardware	Software	Implementation Time	Other Costs
Renting Cost 120,000	Software Cost 1,500,000	In-House 14	Training Cost 30,000
Buying Cost 150,000	Payment Frequency ONETIME	External Vendor 36	Support Cost 90,000
AMC Cost 12,000			Change Management 30,000
Availability in Moves 6			

[SUBMIT](#)

1. Choose Inhouse /External Vendor to implement the program

2. Apply Change Management

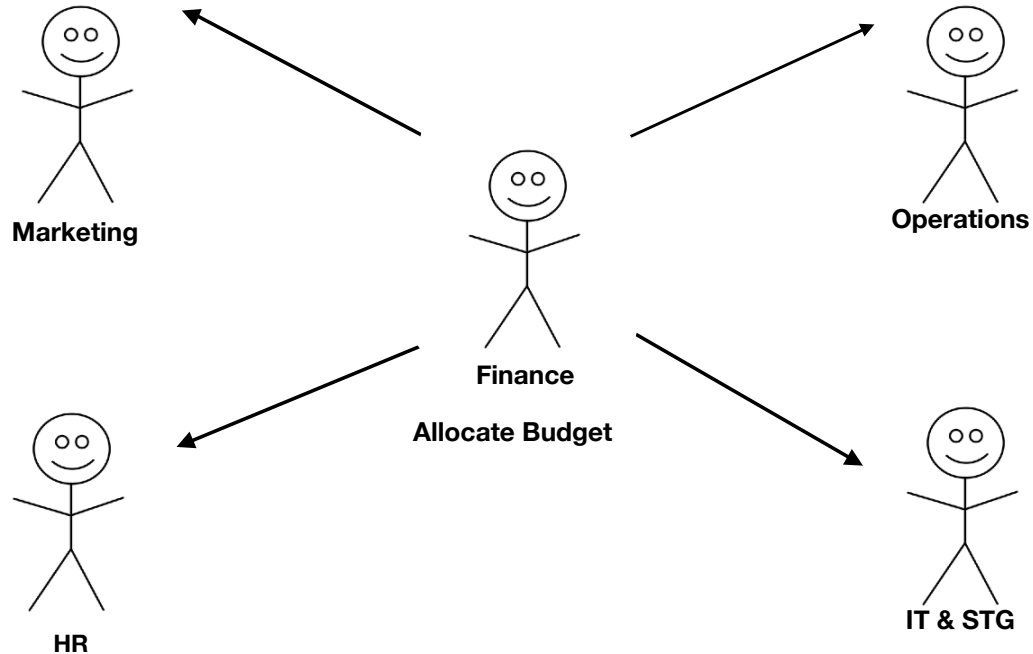
3. Apply Training

4. Click Submit





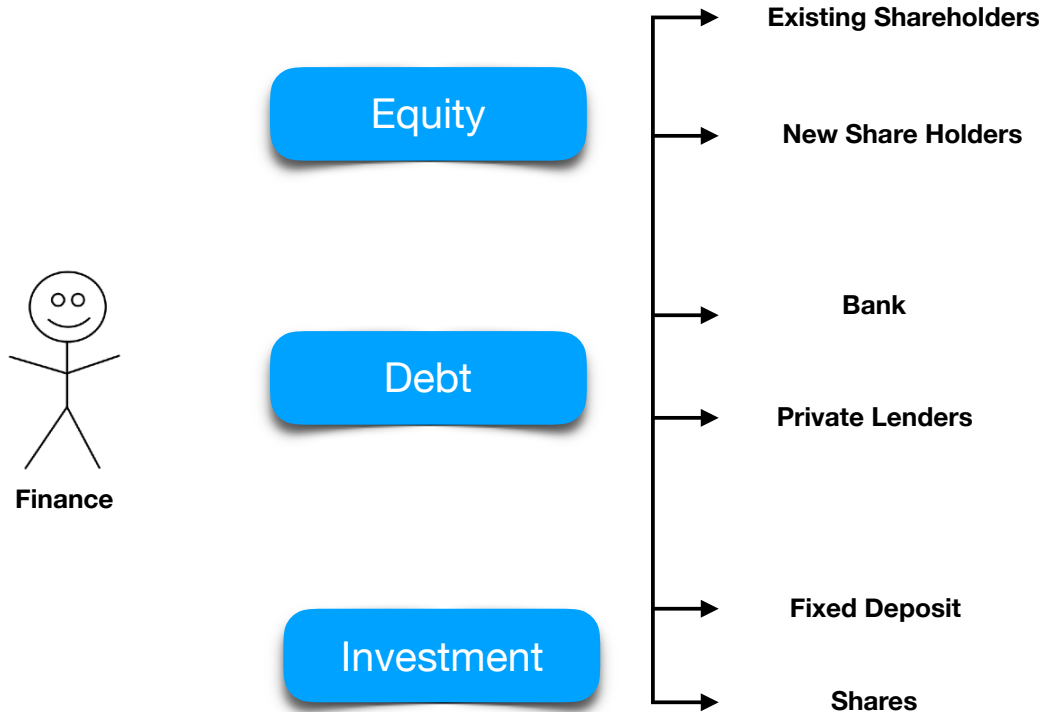
# HOW TO RAISE CAPITAL & MANAGE BUDGETS



**Note: Finance head can raise capital, make investments and re appropriate unused budgets**



# HOW TO RAISE CAPITAL & MANAGE BUDGETS



**Note: You can raise capital from shareholders and banks only at a particular frequency**



# HOW TO RAISE CAPITAL & MANAGE BUDGETS

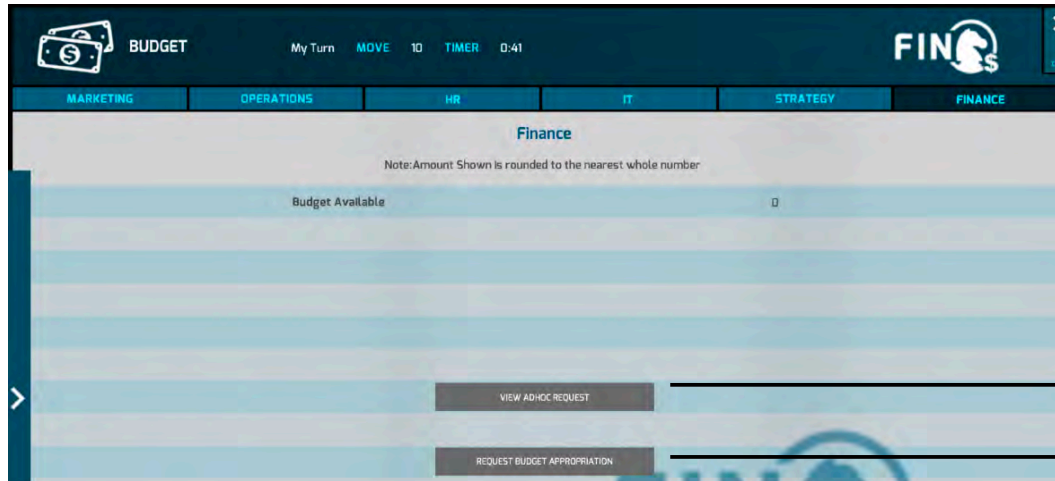
1. Enter the amount that you would like to raise capital

2. Click Submit to raise capital

**Note: The Process is same for raising capital from Shareholders, Banks and Private lenders**



# HOW TO APPROVE ADHOC BUDGET



**1.** Click View Budget Request to see the adhoc requests raised by other departments

**2.** In order to transfer unused budget from one department to the other Click Budget Appropriation



## Finance Snapshots

\$

STATEMENTS

My Turn


MOVE

28

TIMER

0:00:30

FIN



PROFIT & LOSS

BALANCE SHEET

CASH FLOW

BUDGET DETAILS

Profit & loss

Report Type  
Actual

SELECT YEAR

1

SELECT QUARTER

2

> Revenue	0
> Cost of Goods Sold	3,360,000
Gross Profit	-3,360,000
Gross Margin %	0
> Selling Distribution and Admin Costs	0
> Non Operating Income	0
Net Profit Before Tax	-3,360,000
Corporate Tax	0
Net Profit After Tax	-3,360,000
Accumulated Net Income/Deficit	-3,360,000

Company P&L (Profit & Loss), Balance Sheet, Cashflow and Budget Approval trend available in performance menu under finance tab.



## HOW TO PLAY THE GAME

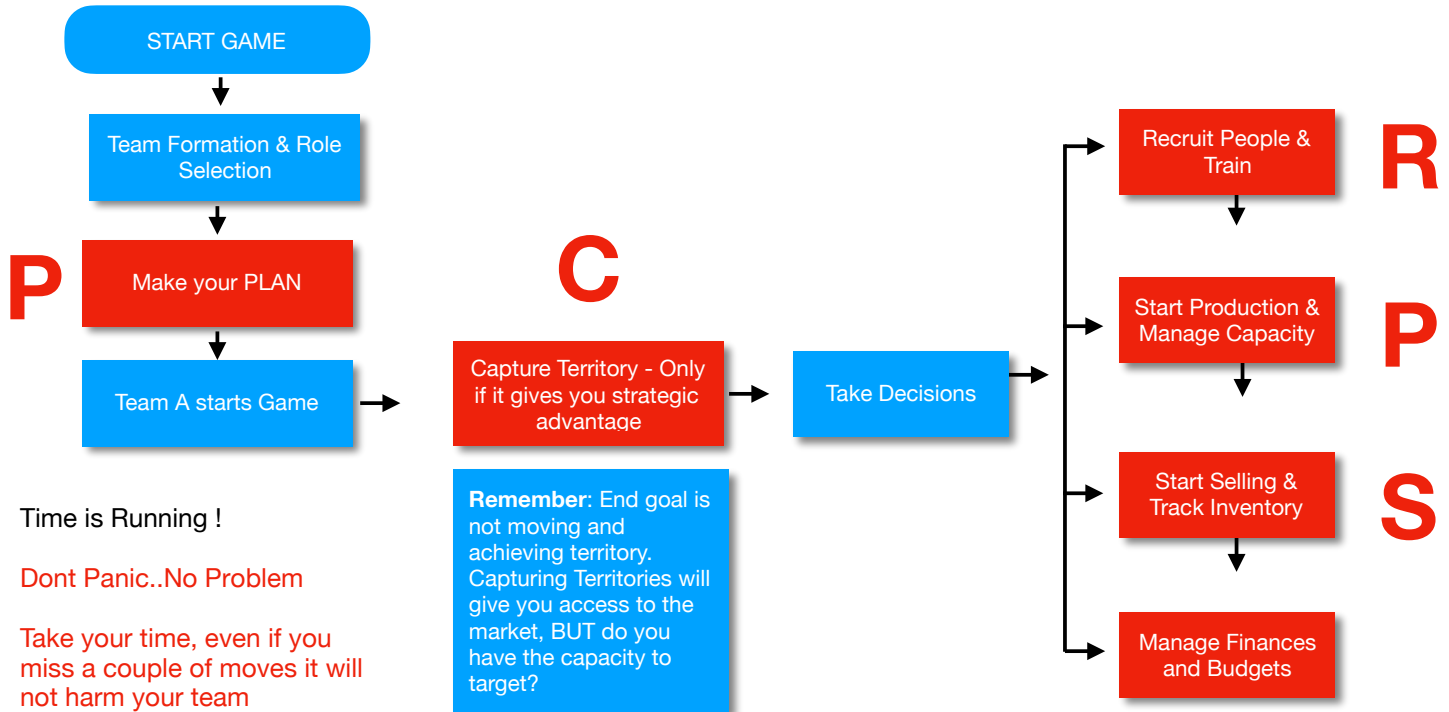
**PCRPS:**

**Plan > Capture Market > Recruit > Produce > Sell**



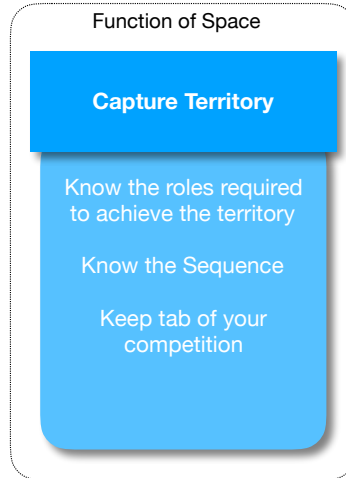
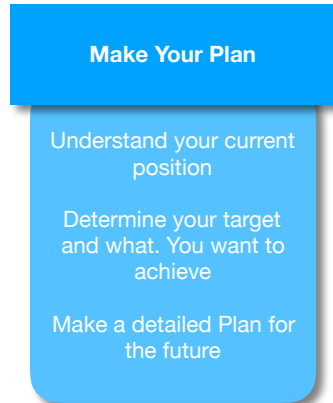


# HOW TO PLAY THE GAME

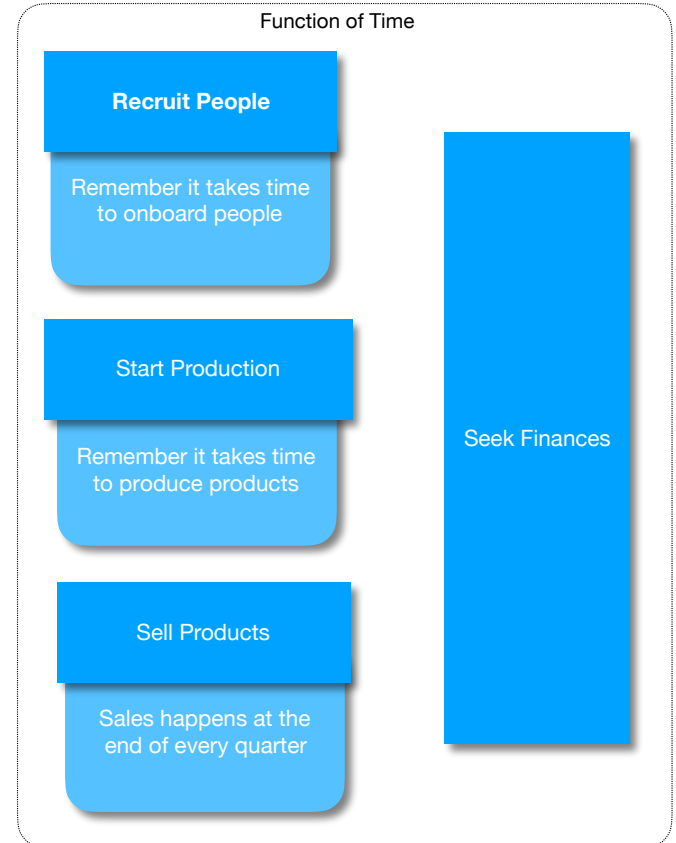




# MAKING YOUR PLAN



**Remember!:** You need to master the art of dynamic decision making by continuously making decisions and understanding its impact.







## MAKING YOUR PLAN

	YEAR 0	DEMO	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
REVENUE	6.9 Cr	35 Cr					
EXPENSES							
PROFIT							
CAPACITY	35000	89000					
EMPLOYEES							



# TO ACHIEVE YOUR PLAN WHAT DO YOU NEED - AN EXAMPLE

REVENUE TARGET : 35 CRORES

Which Products are you going to Target ?

Kisan Micra

**Swift Micra**

KITZ

FIGA

Which Territory are you planning to capture in Year 1

**T1**

T2

T3

T4

**T5**

T6

T7

T8

Which Segment are you targeting ?

Kids

**Teens**

Car Collectors

Racing  
Enthusiasts

Whole Market

Where do you get this information:  
Click Any Territory Pin> Click for Detailed Intel

Total Demand for Swift Micra > T1, T5 > Teens

**5,53,480 Units**

How Many Products are you planning to target and at what price?

**50,000 Units**

**Rs. 7000**



## TO ACHIEVE YOUR PLAN WHAT DO YOU NEED - AN EXAMPLE

Do you have enough Plant Capacity ?

YES

NO

Where do you get this information:  
Operations Decisions > Reference > Plant > Current Capacity

Current Plant Capacity ?

35,000 Units

What are you planning to upgrade -  
Plant

North Town

East Town

West Town

South Town

What are you planning to upgrade -  
Machine

Basic

Ultra

Supersonic

Megatron

How Many Machines do you want to  
purchase

6

New Plant Capacity ?

89,000 Units

Do you have enough people in Sales?

YES

NO

Where do you get this information:  
Detail Intel > Sales Force

Do you have enough people in  
Operations?

YES

NO

Where do you get this information:  
Operations Decisions>Reference>Machines>Operator



# TO ACHIEVE YOUR PLAN WHAT DO YOU NEED - AN EXAMPLE

How many sales people do you need?

**300 people**

Where do you get this information:  
Market Intel > Sales Force

How many operations people do you need?

**700 people**

Where do you get this information:  
Operations Decisions > Reference > Machine > Operators

Do you have the Finances?

**YES**

**NO**

Where do you get this information:  
Performance > Finance > Financial Statements

How do you plan to finance your working capital

**Equity**

**Debt**

Refer last years expenses and if you are growing you need to add a %

What is your Current EDI Score?

**4800 Units**

Where do you get this information:  
Game Screen > EDI Score

Targeted EDI Score?

**8000 Units**

How do you plan to achieve EDI Score

**Training**

**Welfare Programs**



## TO ACHIEVE YOUR PLAN WHAT DO YOU NEED - AN EXAMPLE

**You need to prioritise your budget allocation.**

**You need to pace out your Production, Recruitment, Sales & Distribution across quarters based on your capital availability.**





## TRACK YOUR PERFORMANCE

### LEADERBOARD POSITION

Year 1	Year 2	Year 3	Year 4	Year 5

### PLOT YOUR PERFORMANCE



**REVENUE**



**PAT**



**SHARE PRICE**



# TRACK YOUR PERFORMANCE

**WHAT WENT WELL**

**WHAT DID NOT GO WELL**

**YEAR 1**

**YEAR 2**

**YEAR 3**

**YEAR 4**

**YEAR 5**



# TRACK YOUR PERFORMANCE

## KEY TAKE AWAY

YEAR 1

.....

YEAR 2

.....

YEAR 3

.....

YEAR 4

.....

YEAR 5



# PLANNING SHEETS



# HIGH LEVEL PLAN

	YEAR 0	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
REVENUE						
EXPENSES						
PROFIT						
CAPACITY						
EMPLOYEES						



# PRODUCT PLANNING - YEAR \_\_\_\_\_

PRODUCT

CHOOSE YOUR TARGETED TERRITORY

CHOOSE YOUR TARGETED SEGMENT

T1

T2

T3

T4

T5

T6

T7

T8

Kids

Teens

Car Collectors

Racing  
Enthusiasts

Whole Market

DETAILED PLANNING

Top 3 Attractive Territories	Identify top 2 segments	Demand	Current Market Share	Targeted Market Share	Targeted no of products for the year
Reference	Detailed Intel		<Performance, Sales Snapshot>		Share this info with Operations
Price of the Product	Advertisement Medium/ Mode		Distribution		No of Sales people



# PRODUCTION PLANNING - YEAR \_\_\_\_\_

## DETAILED PLANNING

Product	Inventory	Target for the Year
Reference	Operations Decisions > Inventory > Product Inventory	Consult Marketing Department
Kisan Micra		
Swift Micra		
FIGA		
KITZ		
Total Products		

## CAPACITY COMPUTATION

Product	Capacity	Basic	Ultra	Supersonic	Megatron
Reference	Operations Decisions > Reference > Plant > Current Capacity				
North Town					
South Town					
Wast Town					
East Town					

## CHECK LIST

Checklist	Yes/No
Do you have enough Operators ?	
Do you have Plant Capacity?	
Do you have Machine Capacity?	
Do you have a supplier strategy?	
Does your supplier have capacity?	
Do you have enough budget ?	

## THUMB RULE

Checklist	Yes/No
Current Plant Capacity	
Max Machine Capacity	
Twice of Max Machine Capacity	
Twice of Current Plant Capacity	

**Note:** If total products that you wish to produce is greater than the capacity computation, in thumb rule you need to buy machines/ plants



# PRODUCTION PLANNING - YEAR \_\_\_\_\_

## PRODUCT PRODUCTION CHART

Product	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Kisan Micra				
Swift Micra				
FIGA				
KITZ				
Total Products				
Plant Purchase (Y/N)				
Machine Purchase (Y/N)				

**Note:** Time has an impact on your decisions

1. Suppliers take time to deliver raw materials
2. Productions take time based on your machine selection
3. Your products might get rejected based on your decisions
4. The cost of raw materials, plant, machines, machines, will keep increasing every year

## RESOURCE PLAN

Product	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Kisan Micra				
Swift Micra				
FIGA				
KITZ				
Total Products				
Choose Machine				
	Entry Level	Manager	Sr. Manager	GM
No of operators Required for 1000 Units				
No of operators required for Production				



# RESOURCE PLANNING - YEAR \_\_\_\_\_

## RESOURCE PLAN

Department	Entry Level	Manager	Sr. Manager	GM
Marketing				
Operations				
Finance				
HR				
IT & STG				
Total Employees				

**Note:** You need to separately calculate the number of employees that you need for sales and operations. For support department you need people in the ratio of 100:1.

Also keep in mind, you need to tackle attrition, since employees if not taken care of will leave your organisation.

## EDI TARGET

Department	Current	Target
Marketing		
Operations		
Finance		
HR		
IT & STG		
Total		

## TRAINING & WELFARE PROGRAMS

Training Programs	Count	Welfare Programs



# FINANCE PLANNING - YEAR \_\_\_\_\_

How do you plan to finance your working capital:

Equity

Debt

How Much Capital do you need ?

Department	Last Quarter / Year	Current Quarter / Year	% Increase
Marketing			
Operations			
Finance			
HR			
IT & STG			
Total			

How do you plan to achieve your revenue ?

Department	No of Products	Price	Revenue
Kisan Micra			
Swift Micra			
FIGA			
KITZ			
Total Products			

Projected Capital Expenditures (CAPEX)

Department	Cost
Plant Purchase	
Machine Purchase	

Projected Revenue Expenditure (REVEX)

Department	Last Quarter / Year	Current Quarter / Year
Marketing		
Operations		
Finance		
HR		
IT & STG		
Total		



# CONCEPTS & FORMULAS

S.no	Category	Terms	Definition
1	Environment	Market	The 64 squares represents the market in which your business operates
2	Environment	Territory	There are 8 territories. Territories are geographic segments in which you can sell your products/ services.
3	Environment	Avatar	Avatar is the role that represents you in the game
4	Environment	Time	Moves represents time in the game. Time impacts every decisions of yours.
5	Environment	Movement	You need to make a move to capture your territory. Two designated roles are required to capture the territory.
6	Environment	Cutting	Your competitor gets a strategic advantage by cutting you from the market.
7	Environment	Recall	A cut person can be recalled after a min of 2 moves by clicking on the leg of the avatar
8	HR	Recruitment	To run your operations, you need to recruit people for Marketing and Operations
9	HR	On Boarding Time	After recruitment, your employees take time to join the organisation, refer the time it takes for Onboarding.
10	HR	Acquisition Cost	You need to seek the help of recruiters to recruit employees and they will charge you a commission.
11	HR	Attrition	Employees leave your organisation every quarter.
12	HR	Training	Your employees efficiency and EDI will increase if you provide training
13	HR	Welfare Programs	Your employees efficiency and EDI will increase if you provide welfare programs





# CONCEPTS & FORMULAS

S.no		Terms	Definition
14	HR	EDI - Employee Development Index	EDI represents the culture of your department and the softer aspects of employees
15	Marketing	Segmentation	Represents the demographic segmentation of customers in the market
16	Marketing	Awareness Score	This is how much your customers know about your product. Higher the score better it is.
17	Marketing	After Sales	Providing after sales gives the customer comfort in your product and hence increase your sales.
18	Marketing	Warranty	Providing Warranty increases quality perception and hence impacts sales.
19	Marketing	Salesforce Required	This is number of salesforce required to sell your products
20	Marketing	Media	Part of your promotion strategy, choose from the media options
21	Marketing	Mode	Different options under each of the media category
22	Marketing	Frequency	Increasing the frequency, increases the awareness score
23	Marketing	Salesforce Efficiency	Training impacts salesforce efficiency and hence sales
24	Operations	Raw Material Inventory	The stock of the raw material that is available for production
25	Operations	Finished Good Inventory	The stock of products available for sales
26	Operations	Raw Material Ratio	Proportion of raw material required to produce 1 unit of product
27	Operations	Production Efficiency	Percentage of products produced as compare to the original request



# CONCEPTS & FORMULAS

<u>S.no</u>		Terms	Definition
28	Operations	Operator Efficiency	Represents the efficiency level of operators to produce products.
29	Operations	Plant Capacity	The total no. of products that can be produced in your plant
30	Operations	Machine Capacity	The total no. of products that can be produced by your machine in one submission
31	Operations	Supplier Capacity	The max number of raw materials that can be supplied by your suppliers
32	Operations	Time for Production	The time it takes for raw materials to arrive and the machine to produce your products
33	Finance	PAT (Profit After Tax)	$\text{Revenue} - \text{Expenses} - \text{Tax} = \text{PAT}$
34	Finance	Share Price	$\text{Book Value of Share} = (\text{Share Capital} / \text{Outstanding Shares})$
35	Finance	Ad Hoc Budget	Unplanned budget requested by departments for their functioning
36	Finance	Budget Appropriation	Unused budget can be reallocated to other departments which need them
37	Finance	Shark Loan	If your company falls short of money to mandatory expenses, the system auto issues loan at 40% interest
38	Finance	Interest	The amount that you pay for the loan that you have taken or the amount that gets paid for your investments
39	Finance	Gross Profit	$\text{Sales Revenue} - \text{Cost of Goods Sold} = \text{Gross Profit}$

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