

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.





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 Foundation, 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.

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.

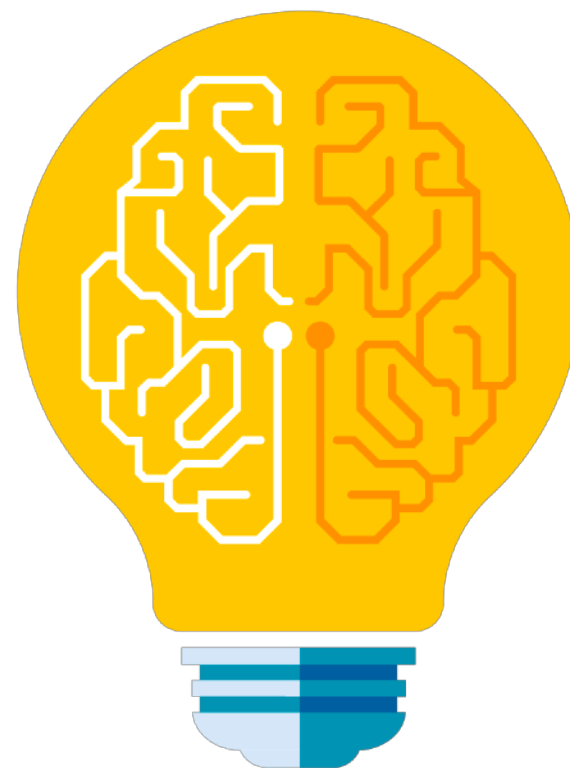
The game simulates a risk-free business environment with all its nuances such as organisational politics, strategic planning, budgeting and execution for players to experiment.





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





LETS GET STARTED

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





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



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.

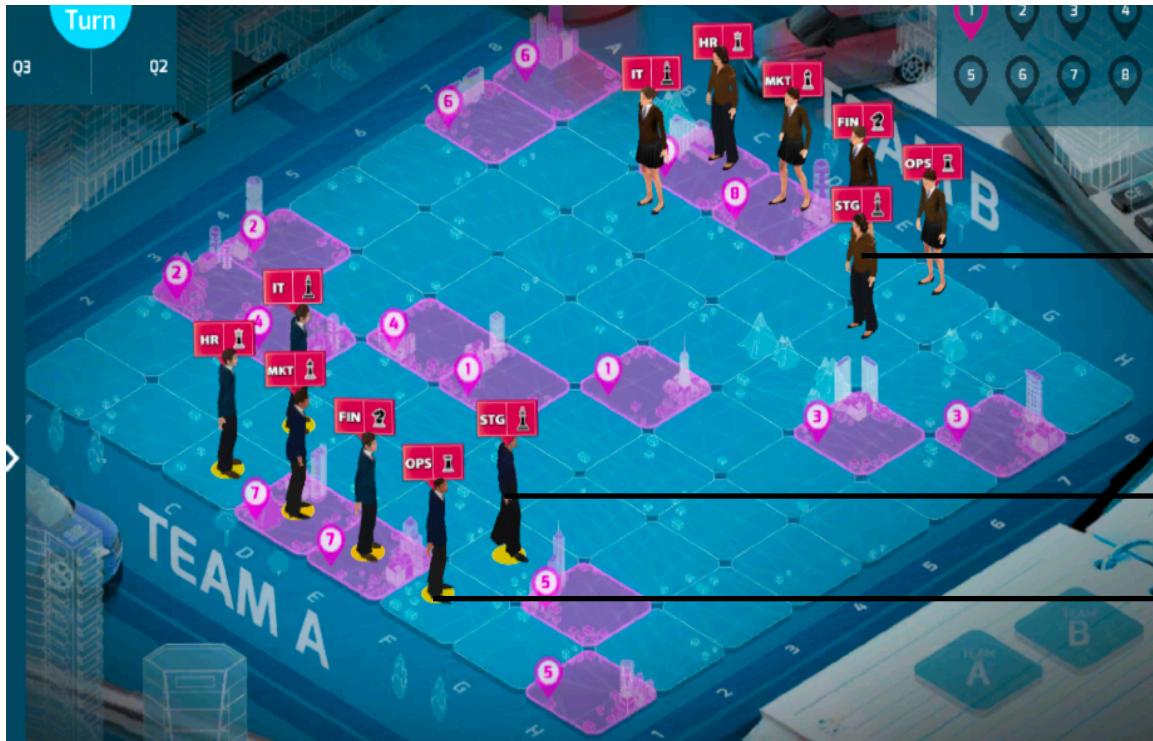


Market: The chessboard represents a market in which you and your competitors operate

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 form 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 leg of the avatar.

HR - Moves like a Queen

Finance - Horse

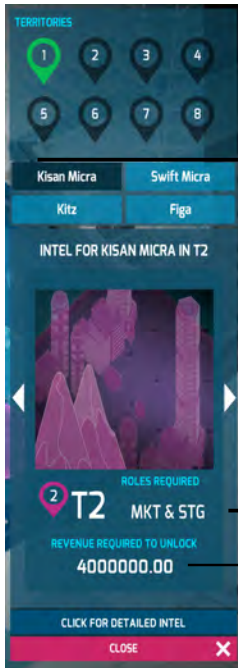
Marketing - Bishop

Operations: Rook (Elephant)



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

EDIT 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

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

SELECT >> 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	12190
QUARTER 4	2398	0	0	0	1221	15961	0	11900

DECISIONS PERFORMANCE BUDGETS PLANNED vs ACTUAL PLANNING ASK SHIREEN CHAT HELP VIDEOS EMAIL LEADER BOARD OPTIONS

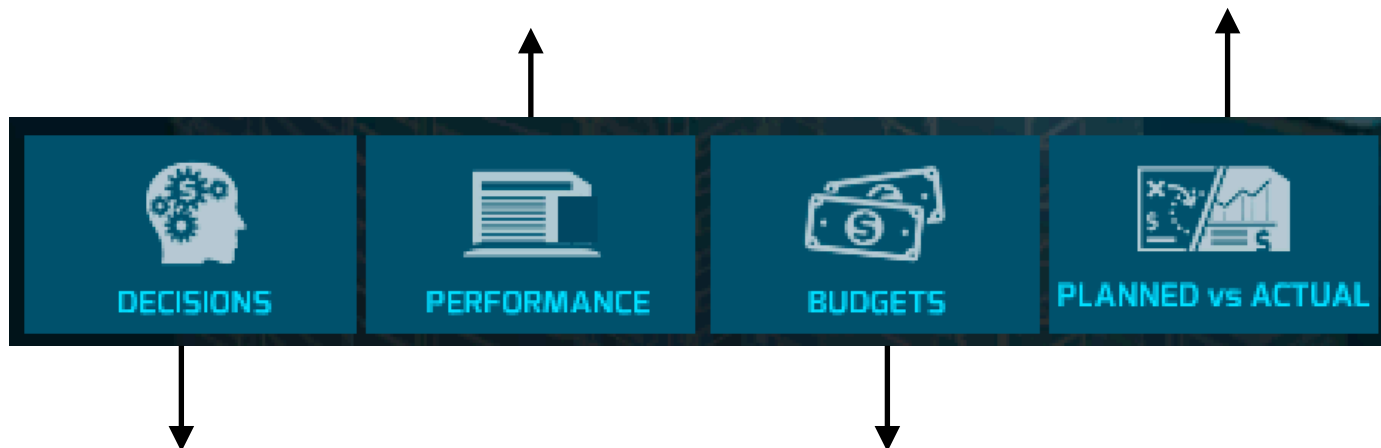
You can change the Product, Segment to view the demand, customer expectation, sales force requirement etc



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 ad hoc budget requests here.

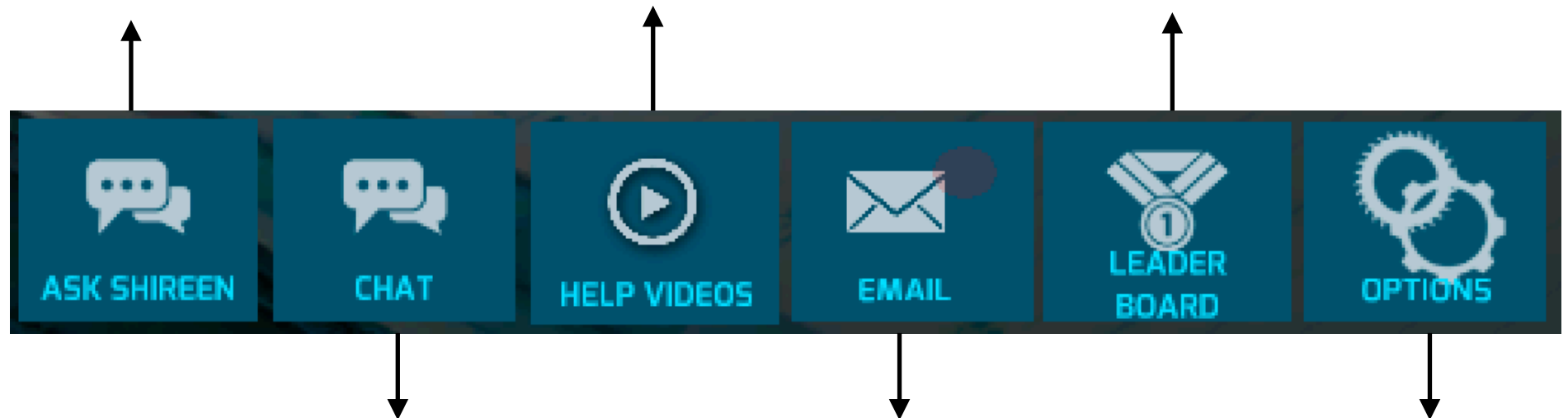


GETTING USED TO THE GAME ENVIRONMENT

A chatbot to ask questions and understand the game.

Ready reckoner to help you understand the game

Track your leaderboard positions



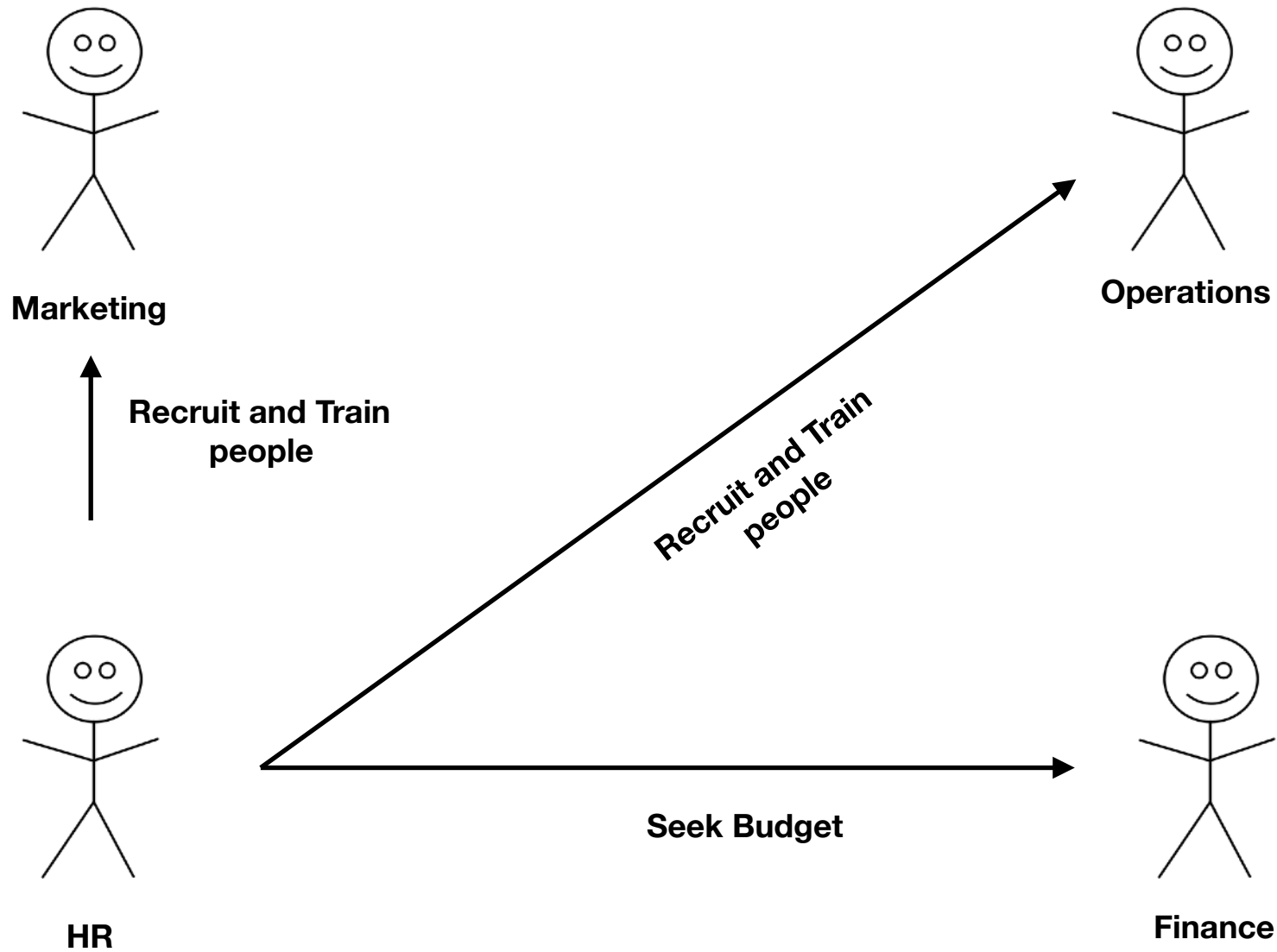
Chat with your team members

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

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

	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	

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



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.

The screenshot shows the HR system interface with the Recruitment tab selected. The top navigation bar includes 'DECISIONS', 'My Turn', 'MOVE', '56', 'TIMER', '1:50', 'Help Videos', and 'HELP'. The main navigation bar has tabs for 'RECRUITMENT', 'TRAINING', 'WELFARE', 'PROMOTION', and 'RETRACEMENT'. The 'RECRUITMENT' tab is active, showing 'RECRUITMENT DETAILS' and 'RECRUITMENT SUMMARY'.

The 'Recruitment Details' section includes a 'SELECT CHANNEL' dropdown menu. Below this is a table with columns for 'OPS', 'IT', 'STG', 'MKT', 'FIN', 'HR', and 'TOTAL'. The table has three rows: 'Current No. of Employees', 'No. of Employees to Recruit', and 'Salary'. The 'Current No. of Employees' row shows values: 7, 3, 3, 7, 3, 3, 26. The 'No. of Employees to Recruit' row has input fields for each column. The 'Salary' row has dropdown menus for each column, all set to 'OFFER'. A 'SUBMIT' button is at the bottom right.

	OPS	IT	STG	MKT	FIN	HR	TOTAL
Current No. of Employees	7	3	3	7	3	3	26
No. of Employees to Recruit	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Salary	OFFER	OFFER	OFFER	OFFER	OFFER	OFFER	<input type="text"/>



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	<input type="text"/>	SELECT		
Manager	<input type="text"/>	SELECT		
Senior Manager	<input type="text"/>	SELECT		
General Manager	<input type="text"/>	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

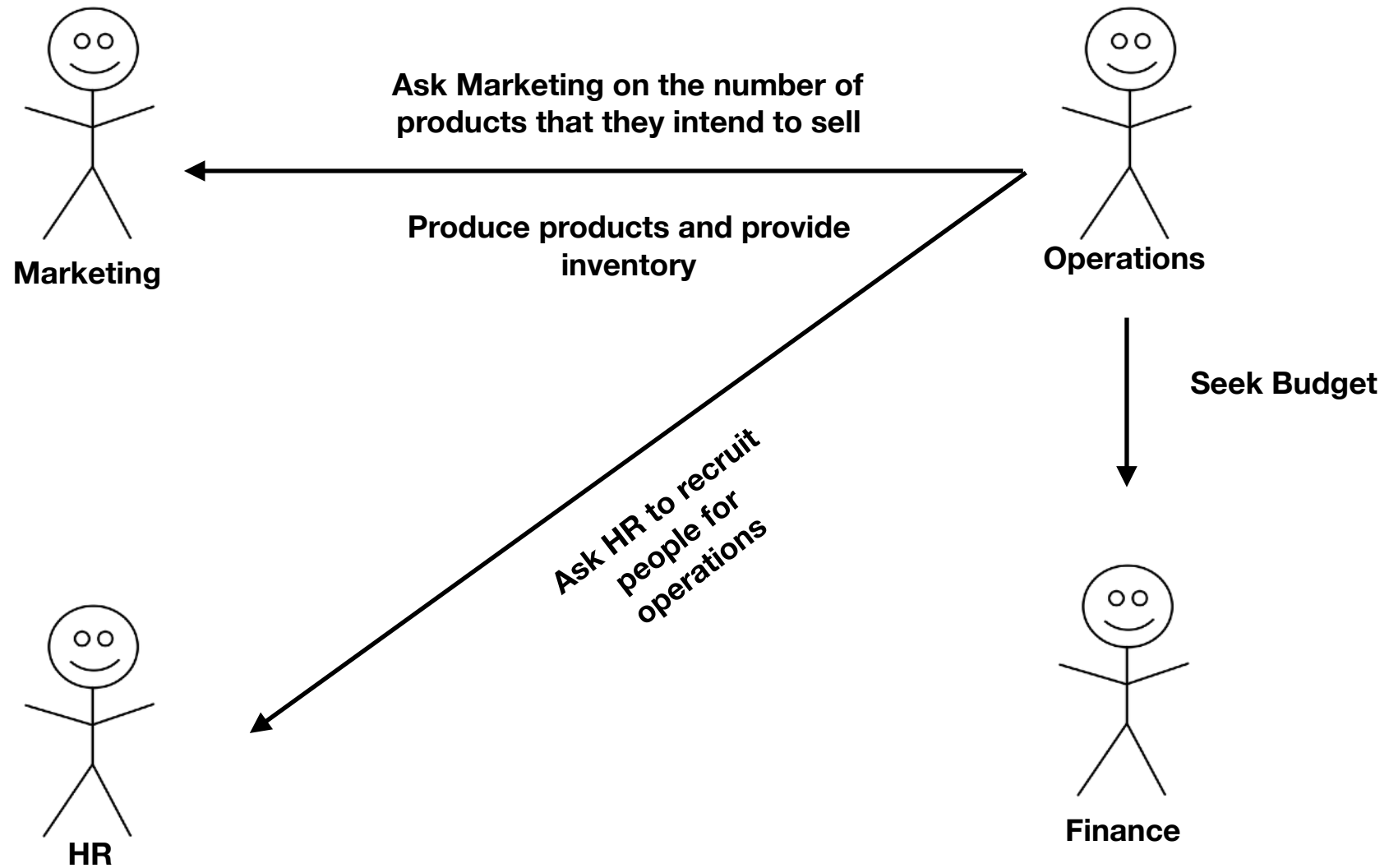
2. Toggle the switch to initiate welfare program

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 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

DECISIONS My Turn MOVE 2 TIMER 0:24 Help Videos HELP OPS

PRODUCT PLANNING

Products In Inventory
Products Planned (for the Year)
Products Produced
Balance to be Produced
Current Production Request

PRODUCT DETAILS

Raw Materials
Ratio

Inventory

	PRODUCT	RAW MATERIAL		
	KISAN MICRA	SWIFT MICRA	KITZ	FIGA
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

DECISIONS PERFORMANCE BUDGETS PLANNED vs ACTUAL PLANNING ASK SHIREEN CHAT HELP VIDEOS EMAIL LEADER BOARD OPTIONS



HOW TO PRODUCE PRODUCTS

3. Select the Supplier Tab

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

2. Enter the number of products that you wish to produce

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

Product Planning	
Products In Inventory	1800
Products Planned (for the Year)	0
Products Produced	0
Balance to be Produced	0
Current Production Request	

Product Details				
Raw Materials				
Ratio	2	0	1	1



HOW TO PRODUCE PRODUCTS

3. Select Plant and Machinery

Raw Materials				
Raw Materials				
Inventory	7600	4800	2600	3800
Reserved	0	0	0	0
Required	10000	0	5000	5000
Balance	2400	0	2400	1200
Ordered	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Supplier Allocation Percentage				
Raw Materials				
Delta Corp	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Jack & Sons	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
TPK Corp	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Ram & Co	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

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 Summary

DECISIONS My Turn MOVE 10 TIMER 0:25 Help Videos HELP OPS

PRODUCTION SUPPLIER PLANT & MACHINERY WAREHOUSE & PACKAGING SUMMARY

SELECT >> KISAN MICRA SWIFT MICRA KITZ FIGA

Plant Machinery

North Town South Town Basic Ultra

East Town West Town Supersonic Megtron

Select One Select One

1. Select the Plant that you have commissioned

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



HOW TO PRODUCE PRODUCTS

The screenshot shows the OPS DECISIONS interface. At the top, there's a header with 'DECISIONS' and a 'My Turn' section showing 'MOVE 12' and 'TIMER 1:10'. There are buttons for 'Help Videos' and 'HELP'. Below the header is a navigation bar with tabs: 'PRODUCTION', 'SUPPLIER', 'PLANT & MACHINERY', 'WAREHOUSE & PACKAGING', and 'SUMMARY'. The 'SUMMARY' tab is selected. Below the navigation bar is a table with columns for 'SELECT', 'KISAN MICRA', 'SWIFT MICRA', 'KITZ', and 'FIGA'. The 'KISAN MICRA' column is highlighted. Below the table is a 'Summary' section with a table showing the following data:

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

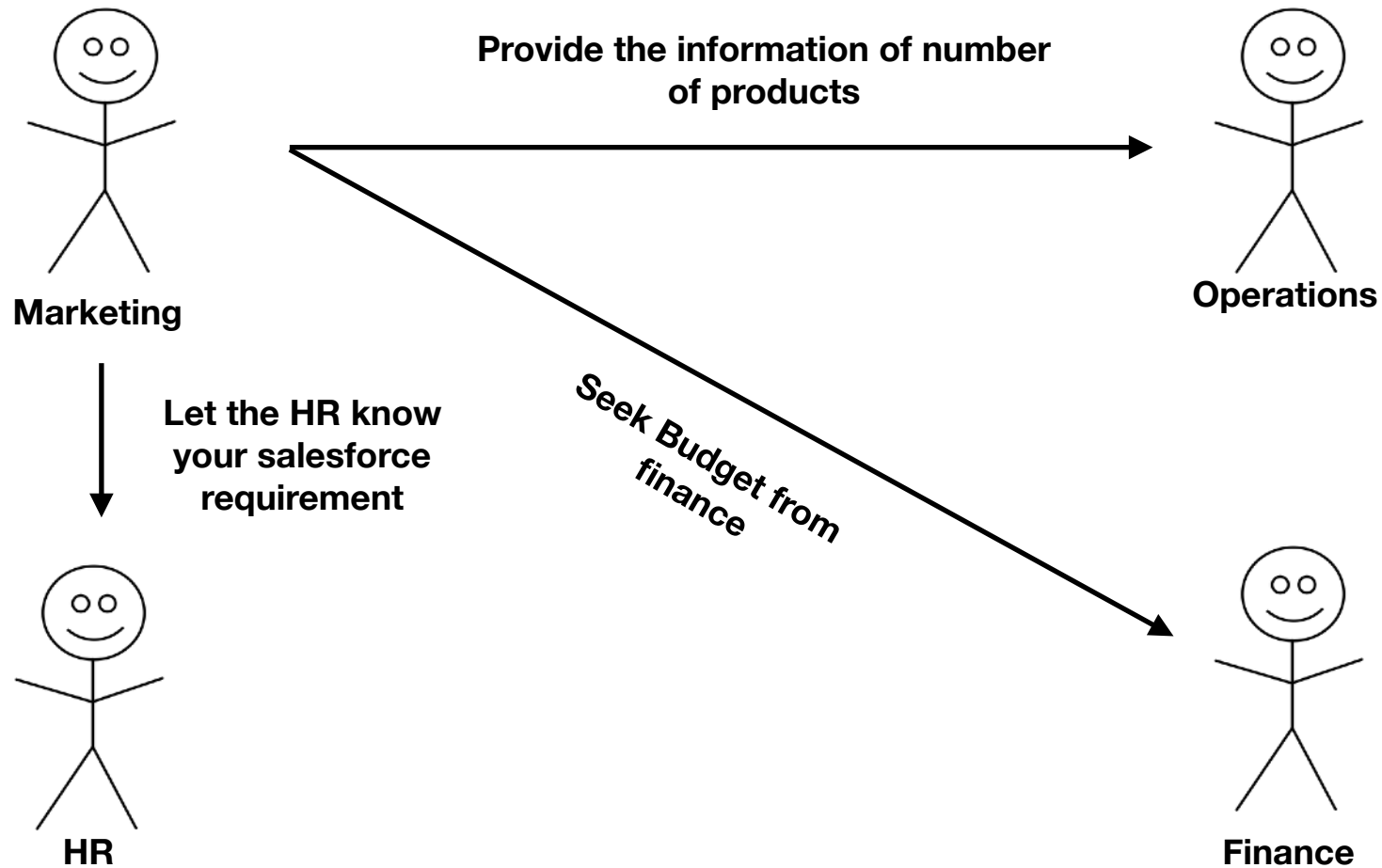
At the bottom right of the interface is a pink 'SUBMIT' button with a right arrow.

Review your decisions

1. Click Submit to initiate your production request.



HOW TO SELL PRODUCTS





HOW TO SELL PRODUCTS

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' and a timer '0:05'. Below this is a navigation bar with tabs: 'PRODUCT ALLOCATION', 'ADVERTISEMENT', 'DISTRIBUTION', and 'SALESFORCE'. The 'PRODUCT ALLOCATION' tab is active, showing a 'Product Allocation' section. This section includes a table for 'Kisan Micra' with columns for 'Total' (1800), 'Strategy Segment', and various market segments (Kids, Teens, Car Collectors, Racing Enthusiasts, Whole Market). A pink callout box points to the 'Strategy Segment' column with the text 'Enter all values (Acquired territories only)'. Below the table are input fields for 'No. of Products', 'Price of Product', and 'Discount %'. At the bottom, there are toggle switches for 'After Sales Service' and 'Warranty Required'. A 'Reference Console' section is visible on the left, showing a 'Demand' table with columns for 'SELECT PRODUCT', 'SELECT SEGMENT', and 'SELECT YEAR'. The 'Demand' table has rows for 'Quarter 1' through 'Quarter 4' and columns for segments T1 through T8. A pink callout box points to the 'Demand' table with the text 'Reference Console: The set of choices that you have to make your decisions'.

Kisan Micra	Total 1800	Strategy Segment	Differentiated				Undifferentiated	
			Kids	Teens	Car Collectors	Racing Enthusiasts	Whole Market	
			T1	T2	T3	T6	T7	T8
No. of Products								
Price of Product								
Discount %			0	0	0	0	0	0
After Sales Service			No		Warranty Required No			

Demand	SELECT PRODUCT	SELECT SEGMENT	SELECT YEAR								
				T1	T2	T3	T4	T5	T6	T7	T8
Quarter 1				0	0	0	0	0	0	0	0
Quarter 2				0	0	0	0	0	0	0	0
Quarter 3				0	0	0	0	0	0	0	0
Quarter 4				0	0	0	0	0	0	0	0

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



HOW TO SELL PRODUCTS

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

Kisan Micra	Total 1800	Strategy Segment		Differentiated				Undifferentiated	
		Kids	Teens	Car Collectors	Racing Enthusiasts	Whole Market			
		T1	T2	T3	T4	T5	T6	T7	T8
No. of Products									
Price of Product									
Discount %		0	0	0	0	0	0	0	0
After Sales Service		No				Warranty Required			
						No			



HOW TO SELL PRODUCTS

5. Select Salesforce

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

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

	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

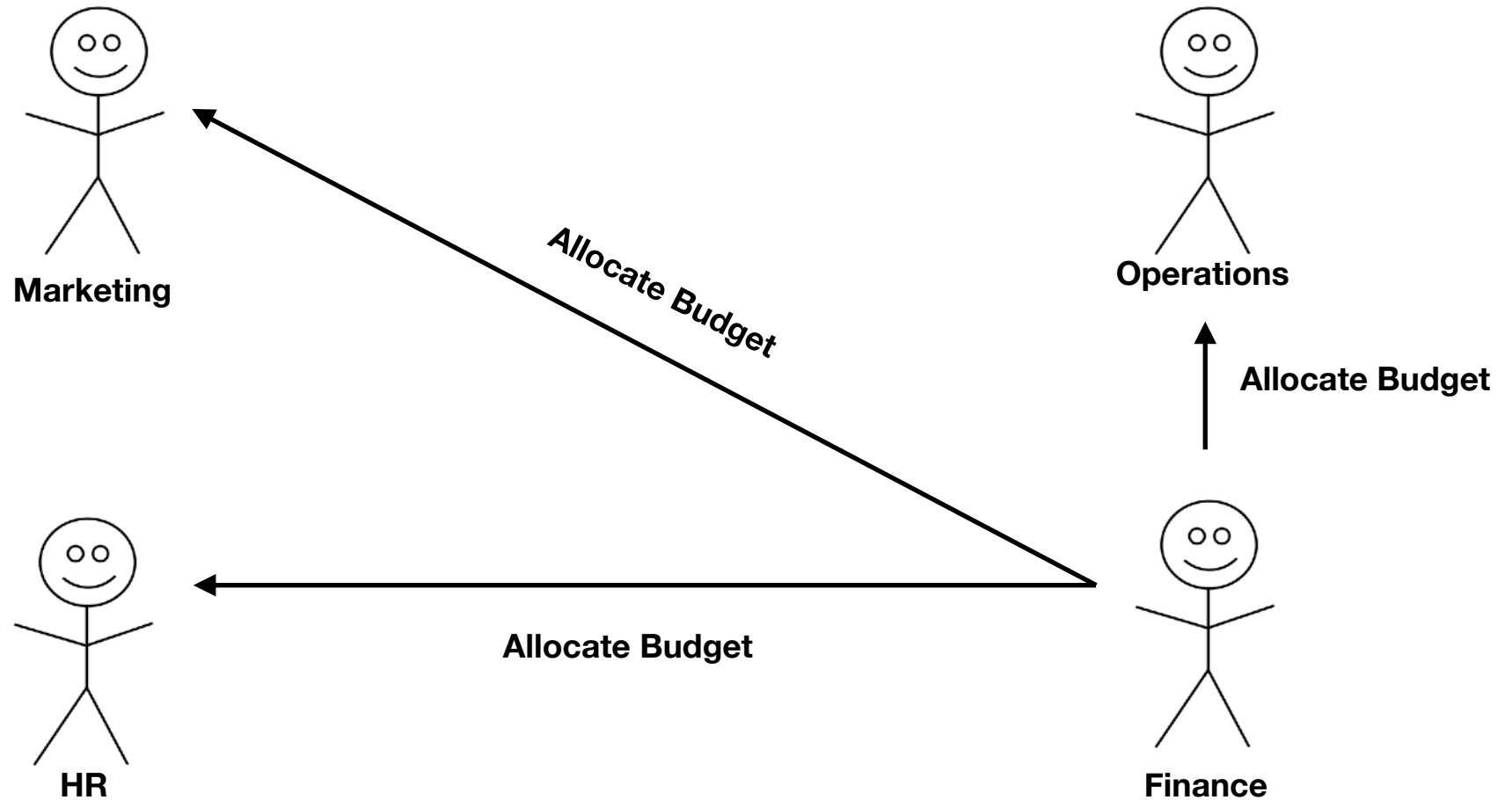
1. Enter the number of sales people you would like to allocate in your territory

2. Click submit to initiate your sales request

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



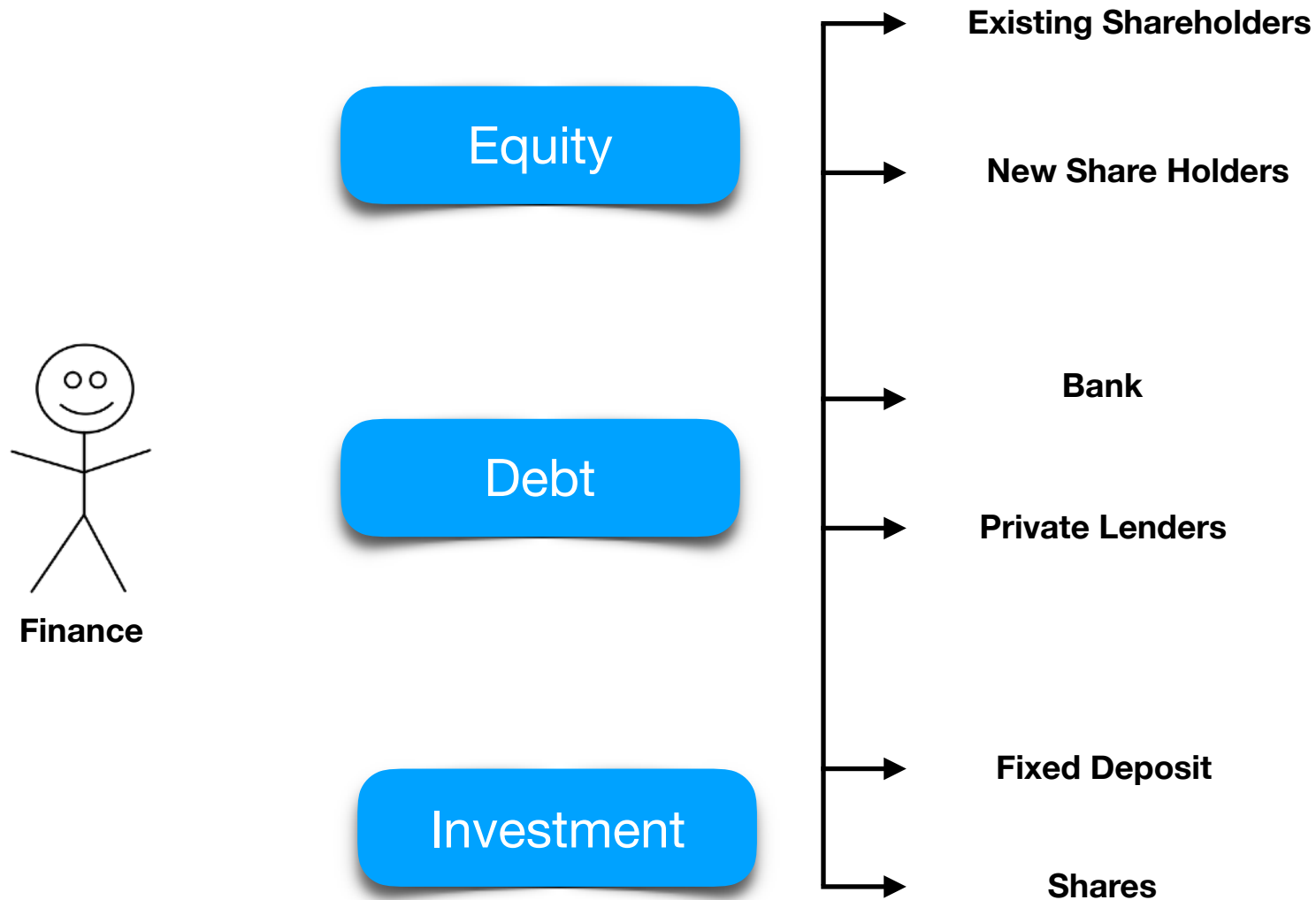
HOW TO RAISE CAPITAL & MANAGE BUDGETS



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

DECISIONS

Opp Turn MOVE 7 TIMER 00:00

Help Videos

FIN

RAISE CAPITAL APPLICATION OF FUNDS REPAY LOAN

SELECT >> EXISTING SHAREHOLDERS NEW SHAREHOLDERS BANK PRIVATE LOAN

Existing Shareholders

Max. Amount to Raise	50,000,000
Total Raised	

Enter Value

SUBMIT >

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

BUDGET My Turn MOVE 10 TIMER 0:41 FINs

MARKETING OPERATIONS HR IT STRATEGY FINANCE

Finance

Note: Amount Shown is rounded to the nearest whole number

Budget Available 0

> VIEW ADHOC REQUEST REQUEST BUDGET APPROPRIATION

1. Click View Budget Request to see the ad hoc requests raised by other departments

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



HOW TO PLAY THE GAME

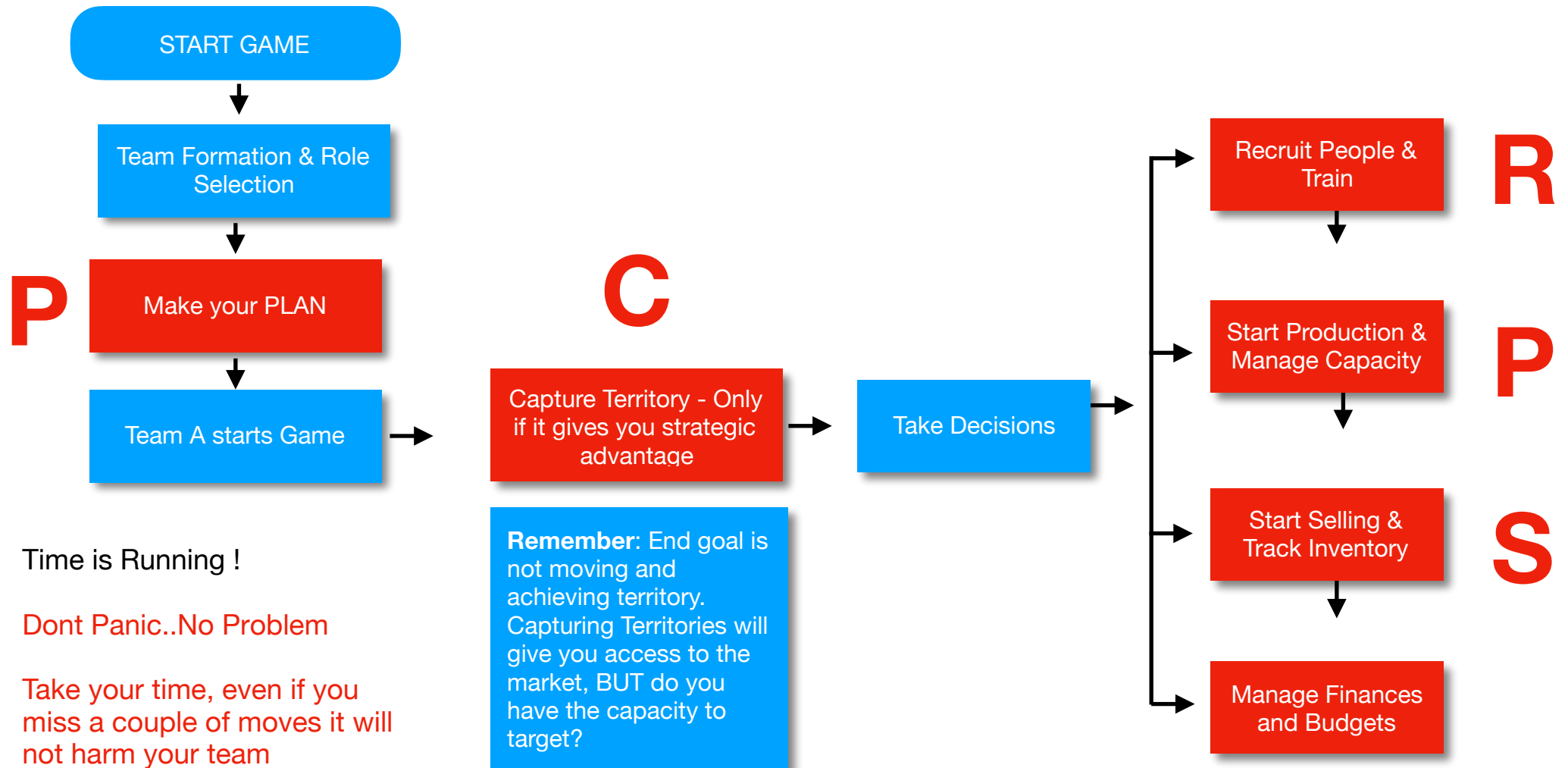
PCRPS:

Plan > Capture Market > Recruit > Produce > Sell



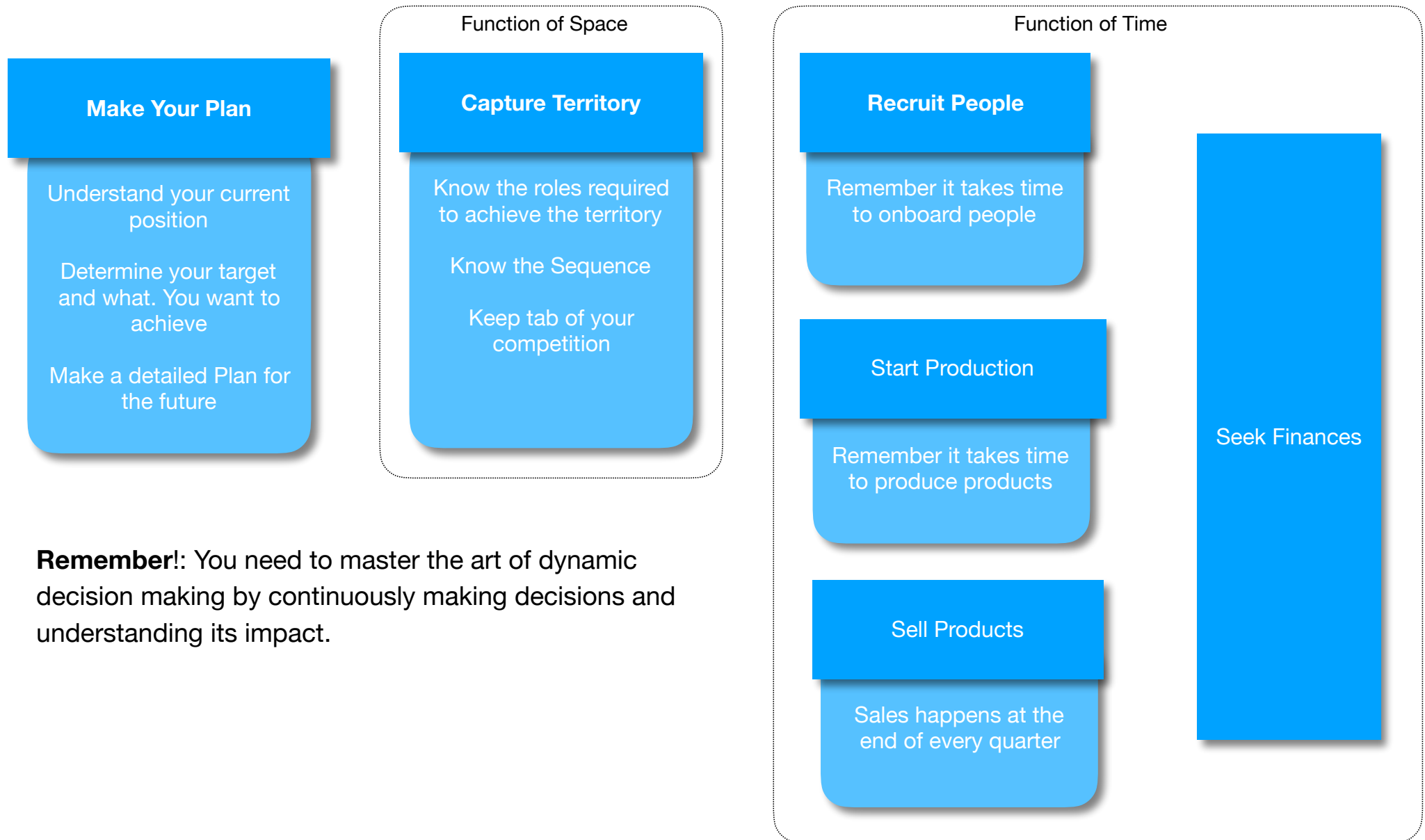


HOW TO PLAY THE GAME





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				
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		
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			
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		
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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