



| STRATEGY & MARKETING BUSINESS SIMULATION

WHAT IS THE CUSTOMER VALUE CHALLENGE?

In competition with other companies, participants role-play as the new management team of a car manufacturing company creating and executing their strategy.

From their initial analysis of the customers preferences/purchasing criteria's, they will design, manufacture and bring to the market four car ranges: **Low cost, Family, Eco-Friendly & Premium.**

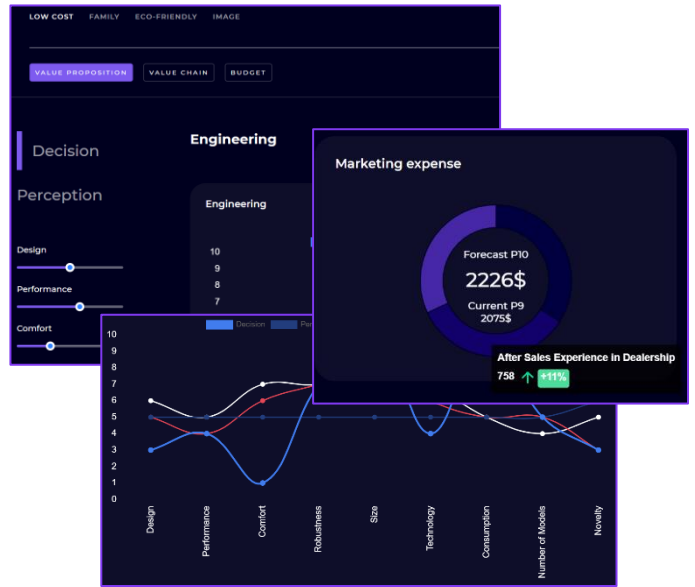
They will tackle **the three components of a business model:**

- Build a value proposition for each customers' segment (visually adapting the value curves for marketing and engineering propositions)
- Review the company's internal value chain, and
- Validate the profit equation (the financial outcome of the two preceding components).

To be successful, participants should align the value proposition with the value chain and achieve a consistent business model.

They will have to find the right mix between an attractive offer, changing costs and increasing investments, understanding the origin of profitability.

In addition to financial profits, they will have to improve their company environmental and social performance over time.



View of parts of the decision screen.

FOR THE FOLLOWING COURSES

Strategy, Marketing & Capstone courses at advanced undergraduate and graduate levels

Program Length – 10 to 24 hours over 2 days or up to 3 months; online facilitation or face-to-face or blended.

Logistics/Technology – The simulation is designed for class groups of 12 to unlimited online participants. Participants & professors have access to videos, screencasts and pre reading material to understand game rules autonomously.

LEARNING OBJECTIVES

- **Understand customers and market dynamics** – students will look at a diverse product portfolio through the lens of segmentation and positioning, how to manage their product life cycle and how to manage their product mix, thanks to concepts such as the McKinsey Matrix and competitors analysis.
- **Design & deploy company strategy** – how to build unique value proposition, cater clients' expectations, structure costs/expenses in a 'business model' meaningful way, analyze market results and decide on company's next investments in a highly competitive environment.
- **Know which metrics to look at** – thanks to our integrative dashboard showing sensitive information, such as cash flow break down, income statements and other fundamental metrics such as ROCE. Visualize critical information and understand where it comes from.
- **Experience** the dynamic interactions of marketing, engineering, finance & employee satisfaction.



View of the Students' Dashboard – access metrics regarding your company & competitive environment to make their next decision.

FOCUS

Strategic Management, Customer-Driven Marketing Strategy, Value Curves, Triple Bottom Line Approach, ROCE