



V A R E S C H I [&] P A R T N E R S



BUSINESS GAME: TOP SIM - GOING GLOBAL



A flight
simulator for
learning
business by
doing business.

What is a TOPSIM - Management Simulation?

...providing a solid base in all skills required to lead a complex organization.

Management and Performance skills

- Strategy development
- Managing cross-functional /departmental conflicts
- Understand finance and profitability drivers (EVA, S/H value, etc.)
- Key success principles in marketing and sales
- SMART objectives

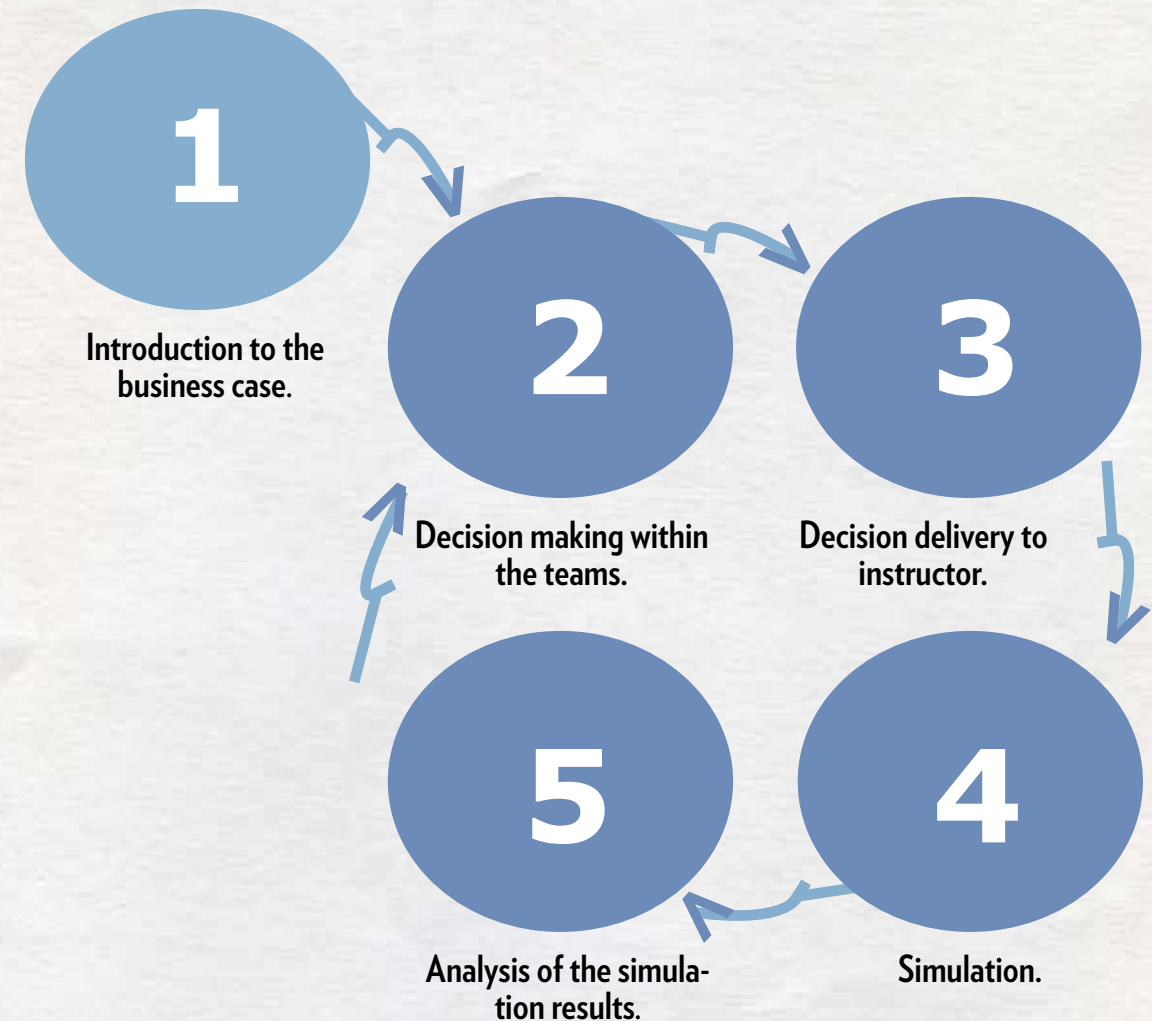
Teamwork abilities

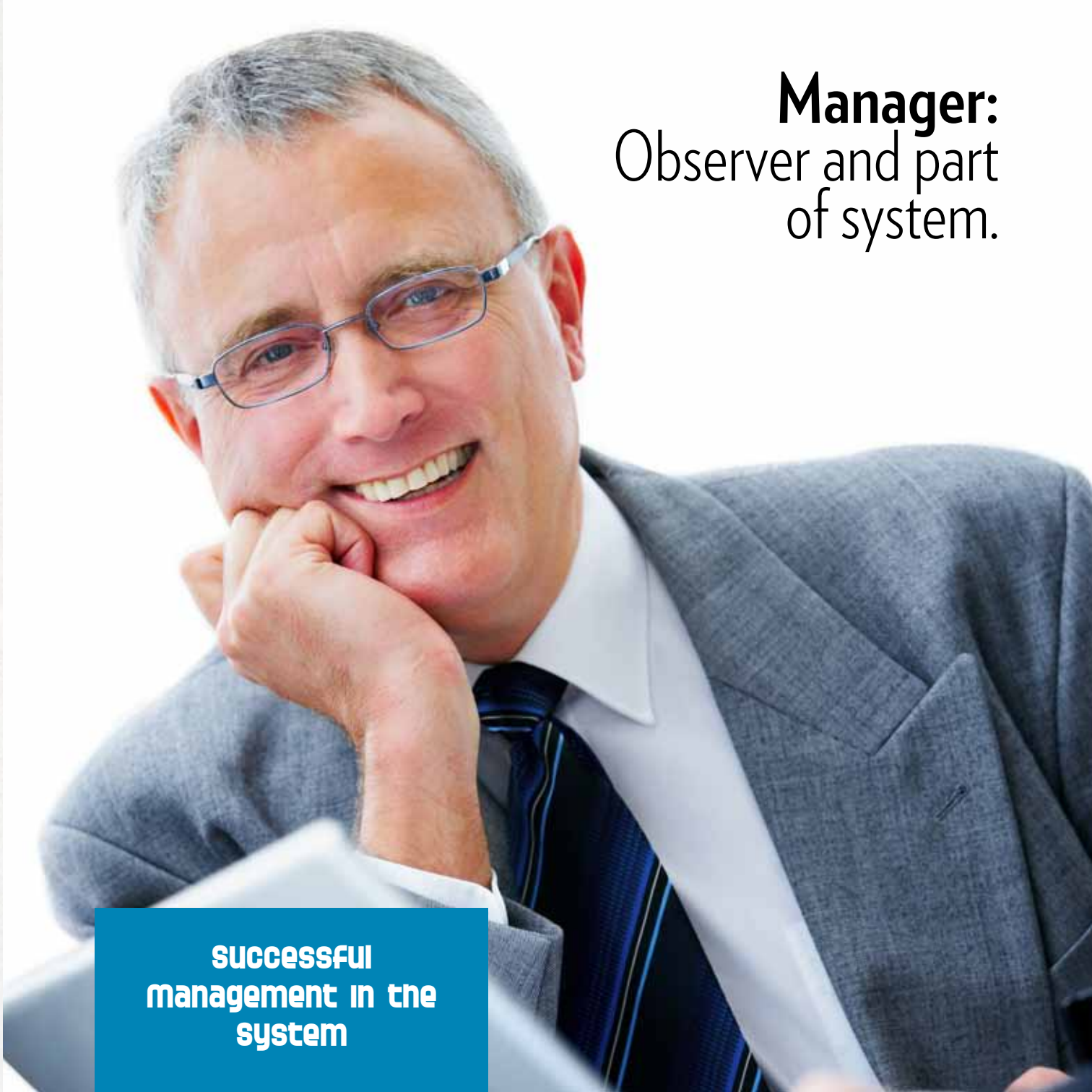
- Knowing your strengths and weaknesses
- Understanding others and active listening
- Giving positive feedback
-

Leadership skills

General business abilities

- Presentation skills
- Running effective meetings
- Time and priority management





Manager:
Observer and part
of system.

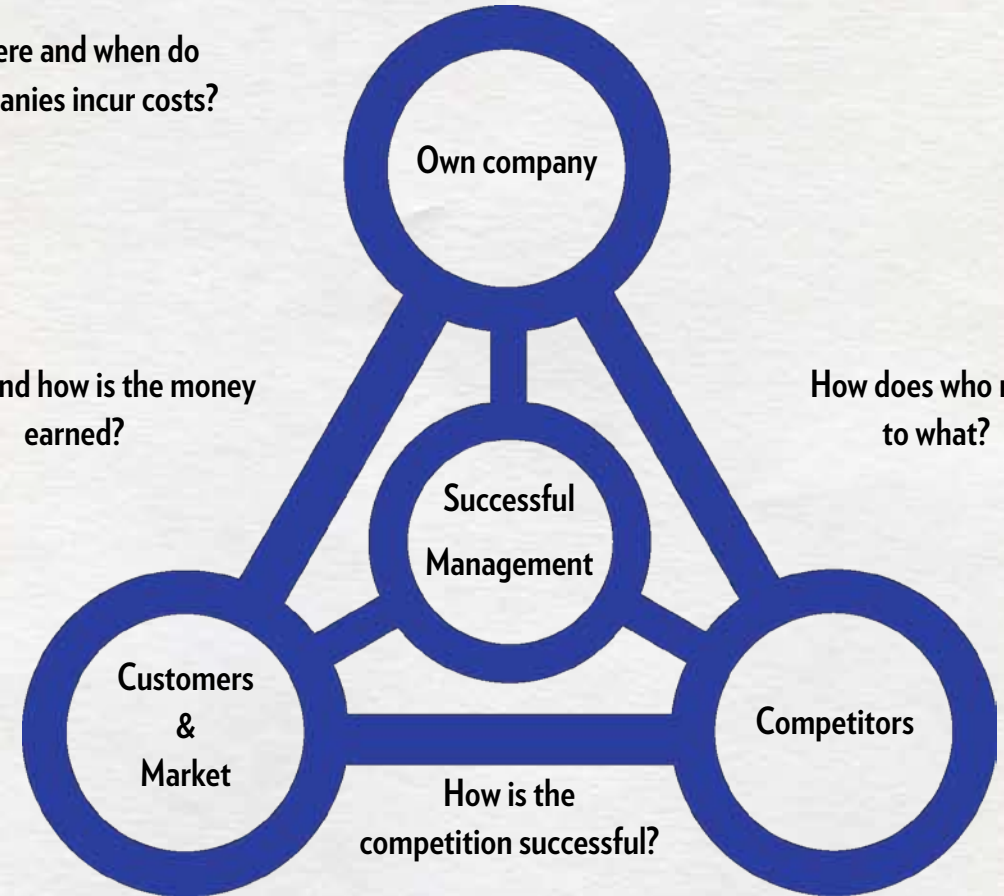
**Successful
management in the
system**

Where and when do
companies incur costs?

Tools:
Cost Accounting
Business News
Reporting

Where and how is the money
earned?

How does who react
to what?

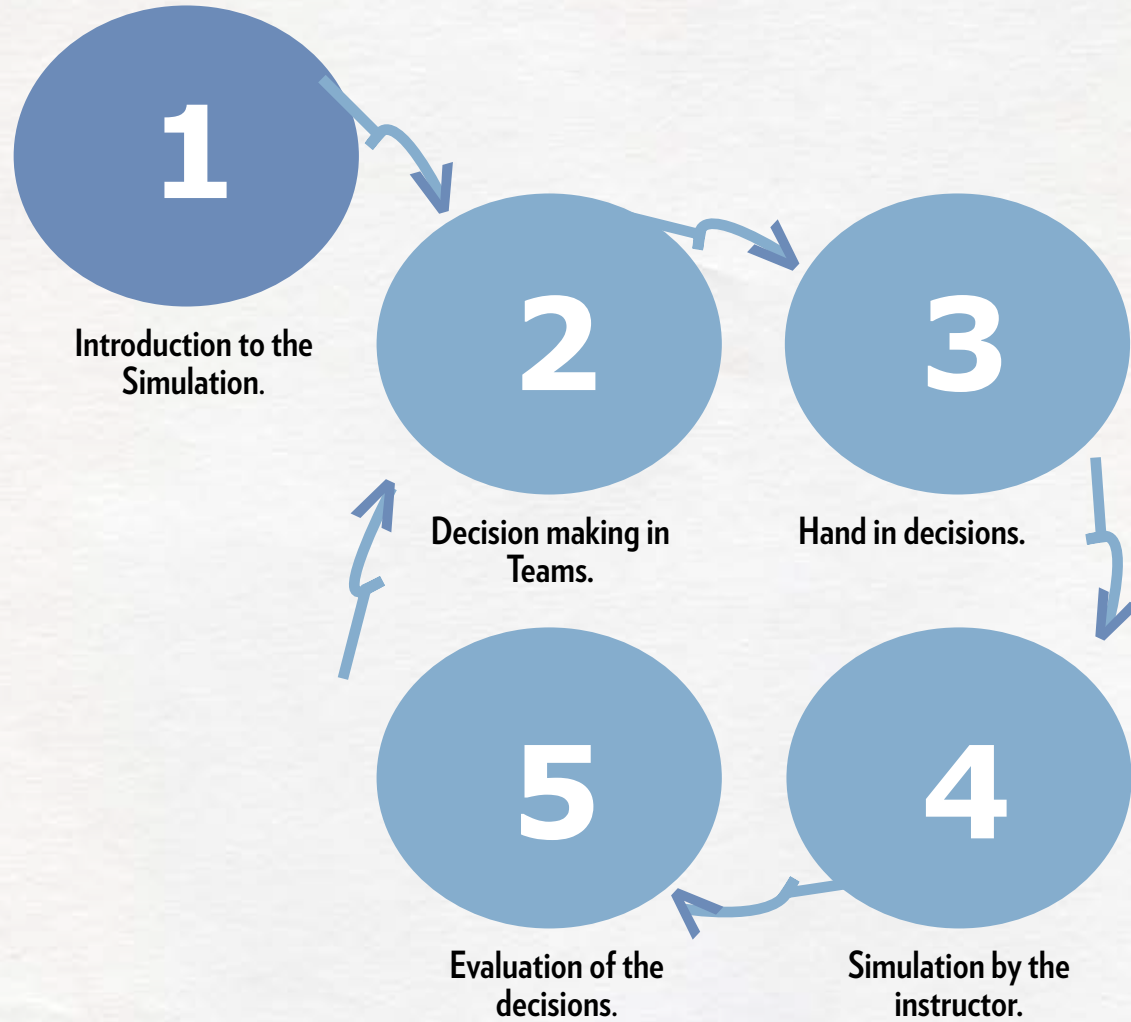


What does the customer want today
and in the future ?

Can you recognize any trends or
developments?

Tools:
Market Research Report
Business Reports
Annual Reports
Regional Fact Sheets

Tools:
Market Research Report
Business Reports
Annual Reports



Sales

Expansion FORMS



Purchasing & Logistic



Finance & accounting

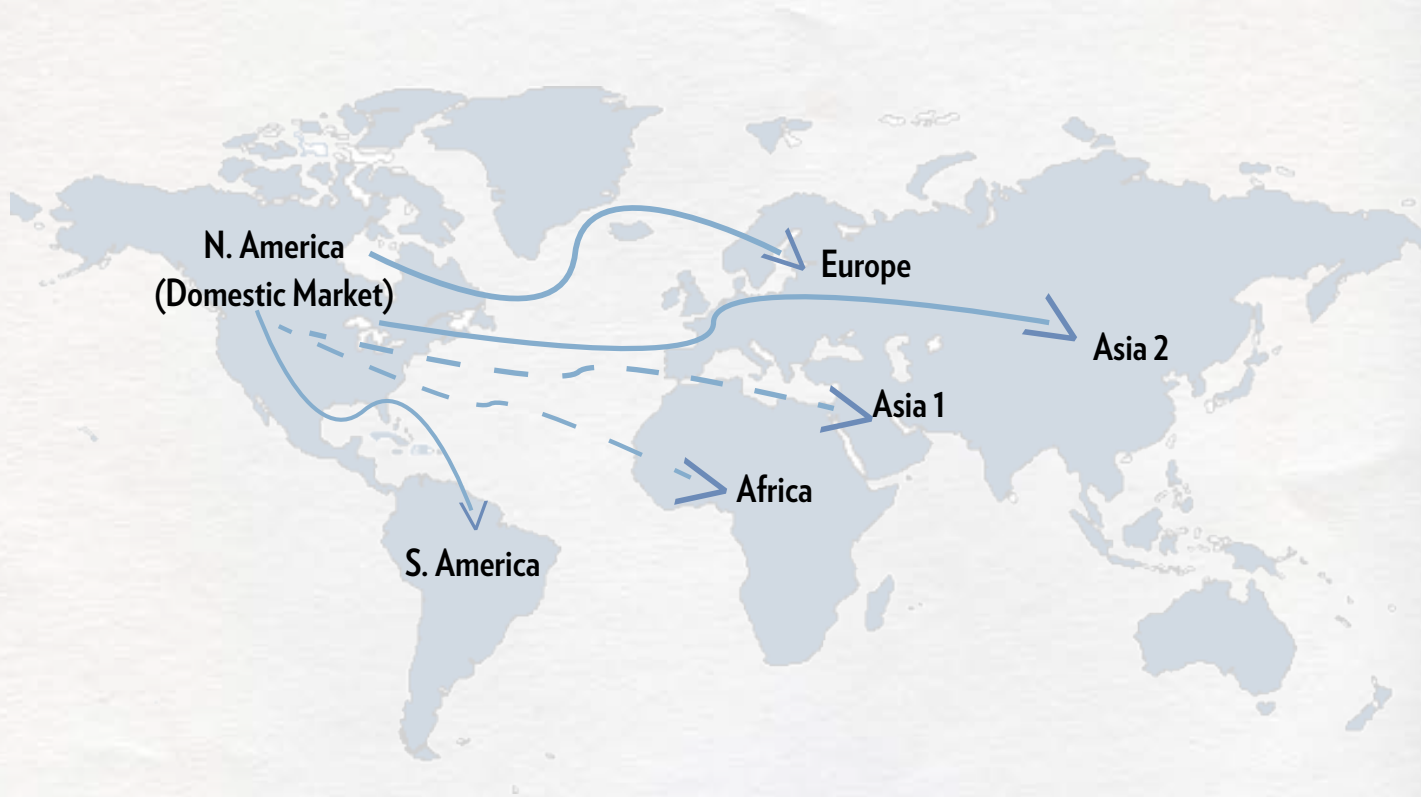
Production






Projects

The seminar process

**Washtech Ltd.
DIVISIONS**

For example... you begin in North America



	REGION 1	REGION 2	REGION 3	REGION 4	REGION 5
	Europe	North America	South America	Asia 1	Asia 2
Competitors (# in Remaining Market)	5	4	4	3	3
Market Volume P0 (EUR)	1,220,000,000	1,030,000,000	920,000,000	800,000,000	850,000,000
Sales P0 (Unit)	392,100	370,300	345,700	427,200	440,000
Market Volume P0 (EUR)	 -17%	 -19%	 -18%	 -25%	 -22%
Price P0 (EUR)	505.00	505.00	480.00	465.00	465.00
Net Income P0 (EUR)	12.17	12.96	12.24	14.32	14.10

**Initial situation
(Period 0)**

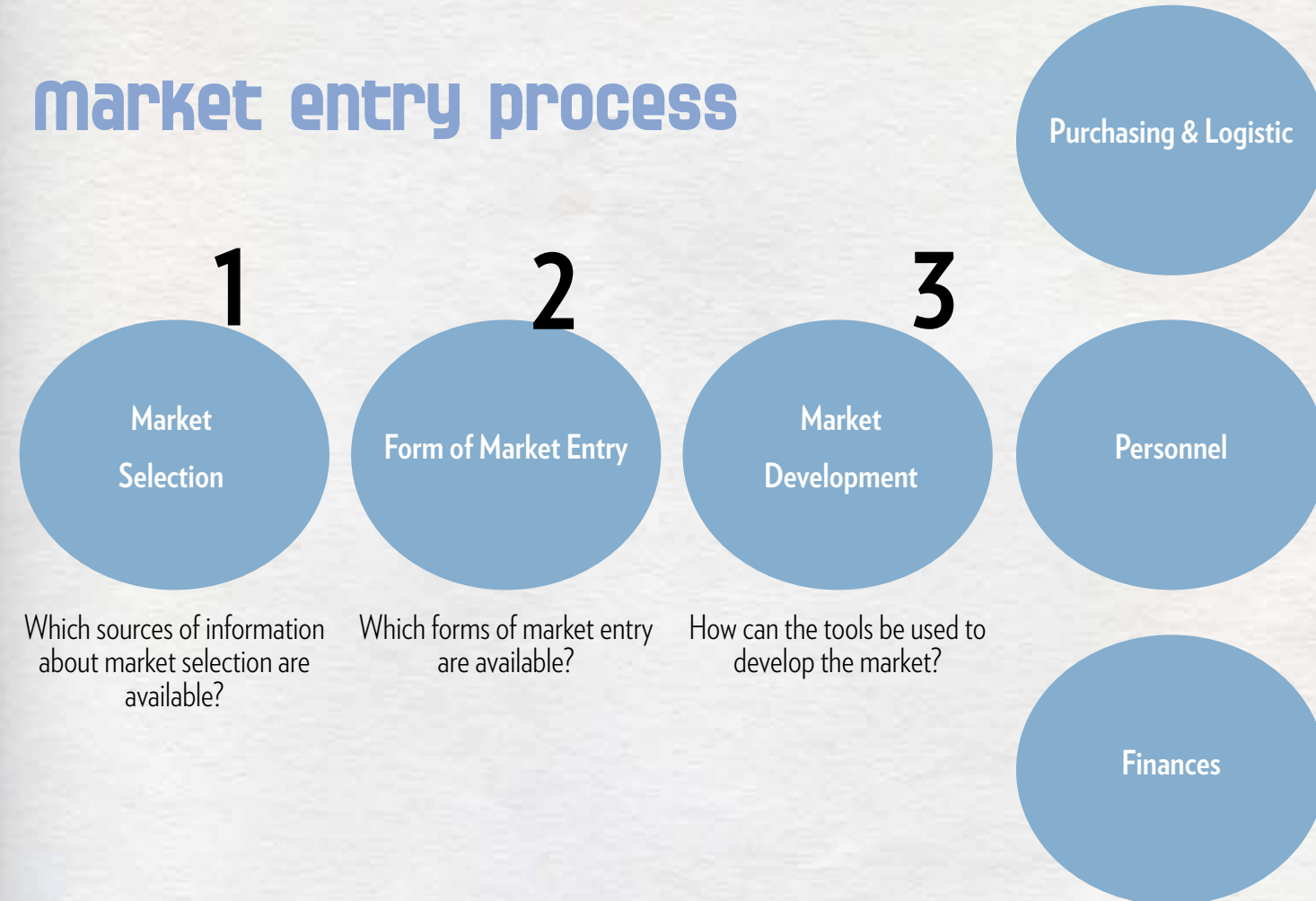
Where will you go?

You decide on the type, scope and duration of expansion!



**The Going Global
process**

market entry process





What sources of information about market selection are available?

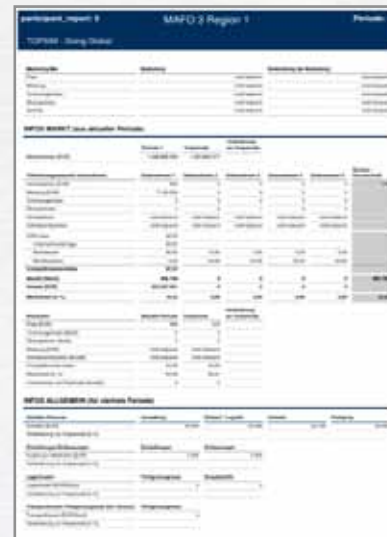
Regional Fact Sheets



Business News



Market Research Reports



What forms of market entry are available?

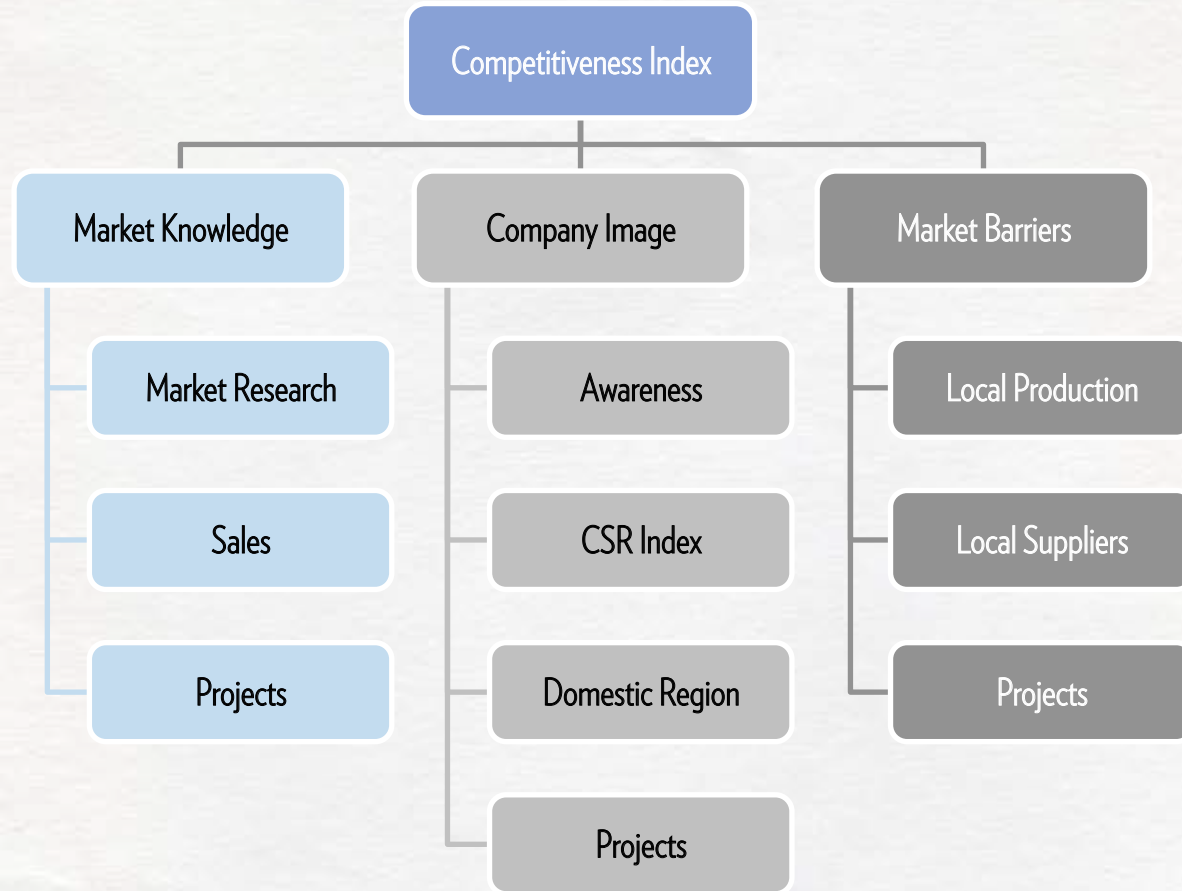
EXPANSION

- Investment in your own Sales department
- Investment in your own Production

COOPERATION

- Cooperation in Sales
- Cooperation in Production

“When, how, and in which region should I invest or cooperate in?”



**competitiveness
index**

Market Research

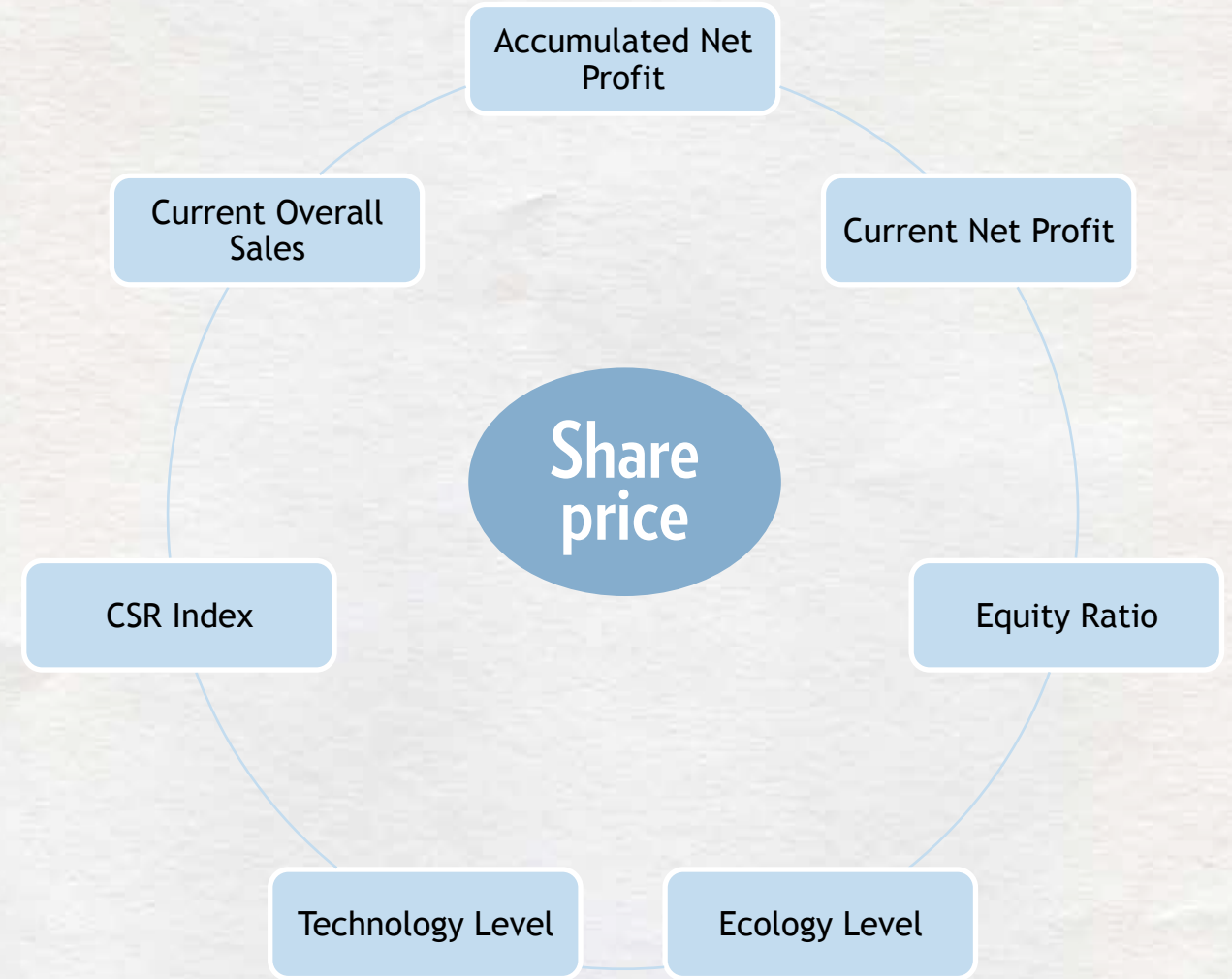
- Up to 3 different levels of detail

Expansion Form - Sales

- Investment in own sales department
- Cooperation with a regional partner

Expansion Form -
Production

- Investment in own production facility
- Cooperation with a regional partner



Logistics and Transport costs

The Share Price (Success Value)

**Corporate Social Responsibility
as an influencing factor**

More gaming dynamics with the
new market model

Focus on expansion strategies

Competitiveness-Index reflects
the market entry process



Market research as an
information source

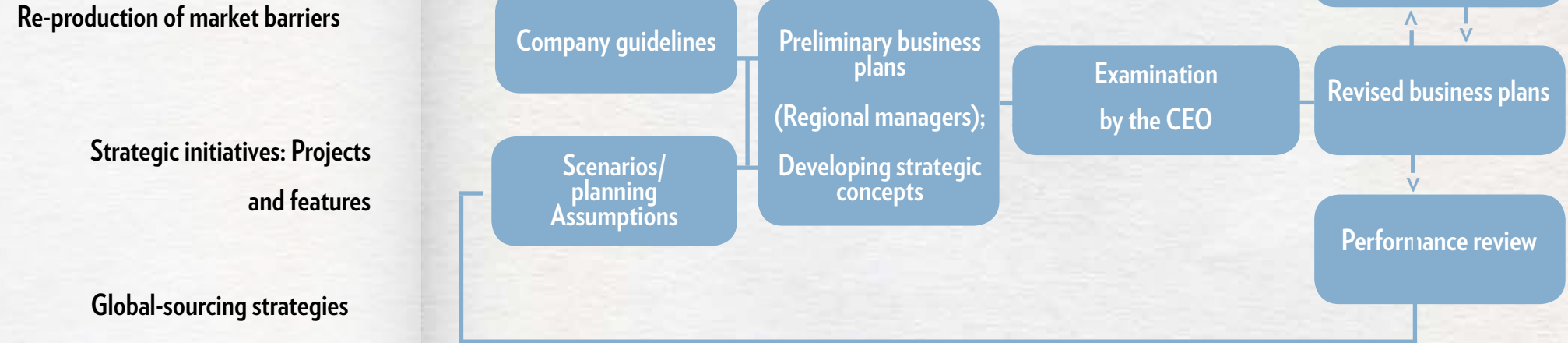
Re-production of market barriers

Strategic initiatives: Projects
and features

Global-sourcing strategies

New logic for manufacturing and
logistic processes

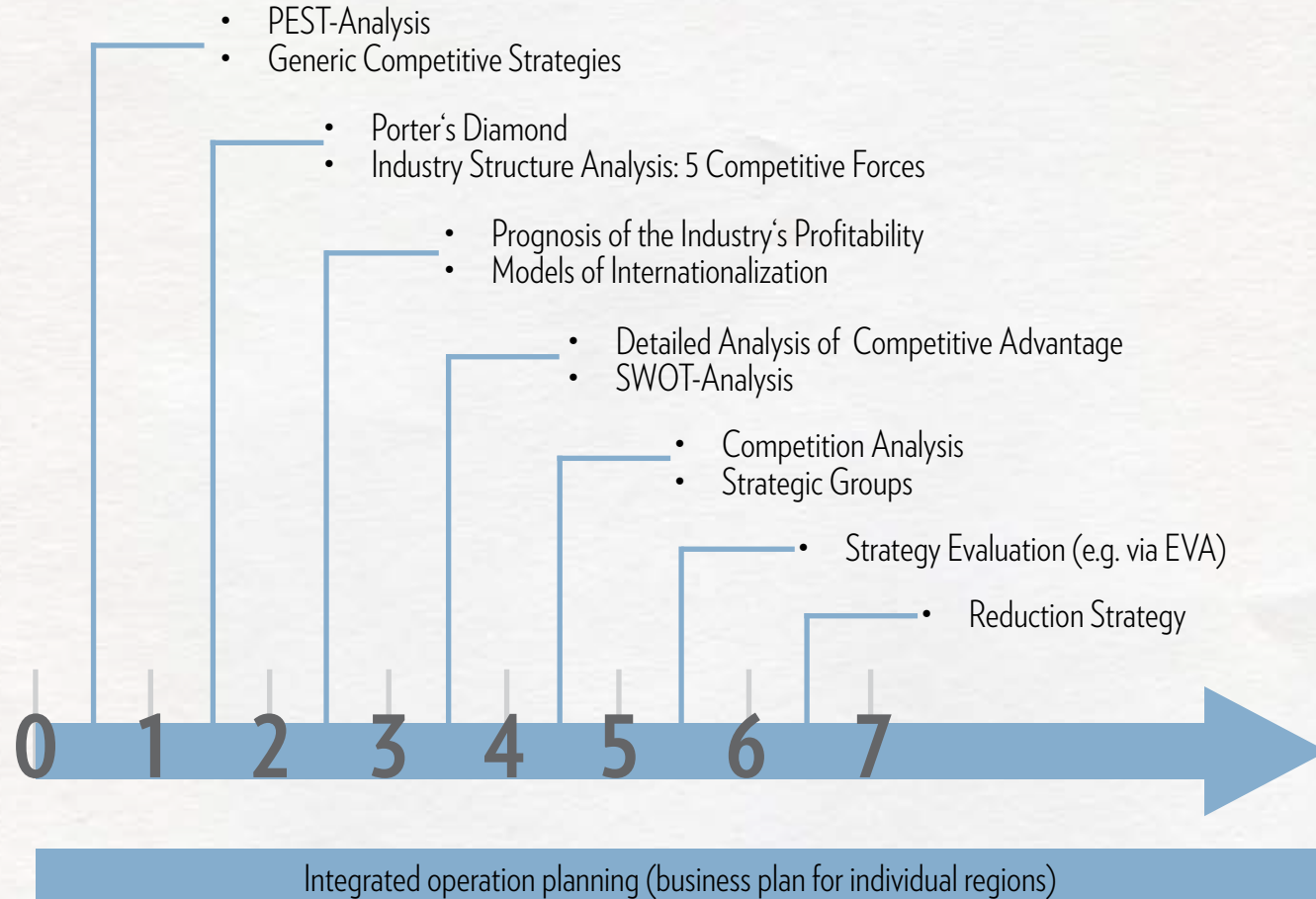
**The new TOP SIM:
Going Global**



Regional manager	CEO
<ul style="list-style-type: none"> Is responsible for the preparation of his/her region's business plan; Is responsible for efforts to implement the strategic approach for his/her region. 	<ul style="list-style-type: none"> Is responsible to verify regional business plans; Makes the decisions regarding internationalization and operating areas (market entry vehicle); The Supervisory Board possesses the veto power.

**The Strategic
Planning Process**

STRATEGIC PLANNING



**Integration of
strategic concepts**

Period 1	Period 2	Period 3	Period 4	Period 5
Identification of suitable markets for expansion + Management of the domestic market	Determining the expansion strategy Market Selection	Competition analysis + Market development Strategy	New Market: Africa (Market entry strategy)	Competition in several markets
<ul style="list-style-type: none"> • Marketing-Mix Domestic Region • Production Planning • Market Research 	<ul style="list-style-type: none"> • Analyse Market Research • Expansion Decisions (Sales) • Marketing-Mix for new markets 	<ul style="list-style-type: none"> • Expansion Decisions (Production) • Global Sourcing • Delivery Priorities • Market Barrier Projects 	<ul style="list-style-type: none"> • Expansion Decisions regarding Africa • Financial Decisions • Plan Values • CSR Project 	<ul style="list-style-type: none"> • Marketing-Mix Africa • Optimising the Global Supply Chain

**Learning goals and
Processes**

Increasing Complexity

Online

Online,
Instructor Lead

Blended
Approach

Classroom

- Self-paced
- Indirect competition
- System generated feedback
- Integrated learning modules

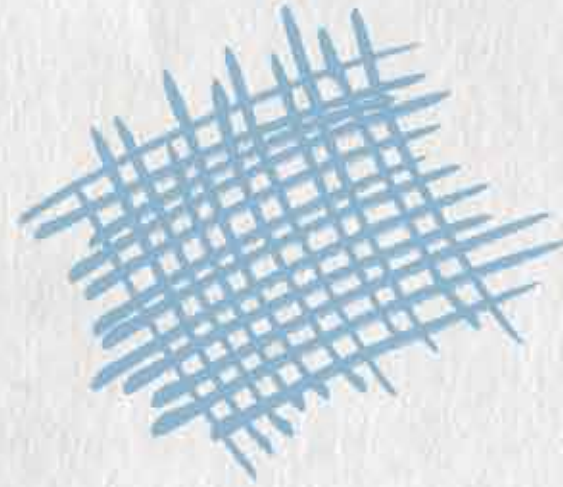
- Direct competition
- Instructor-lead online (Webinar)
- Focus on multi-functional aspects

- Direct competition
- Instructor-lead online / in classroom
- Multi-functional focus

- Direct competition
- Instructor feedback
- Guided discussion
- Multi-functional focus
- Additional strategic tasks

Methods of Use





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