



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

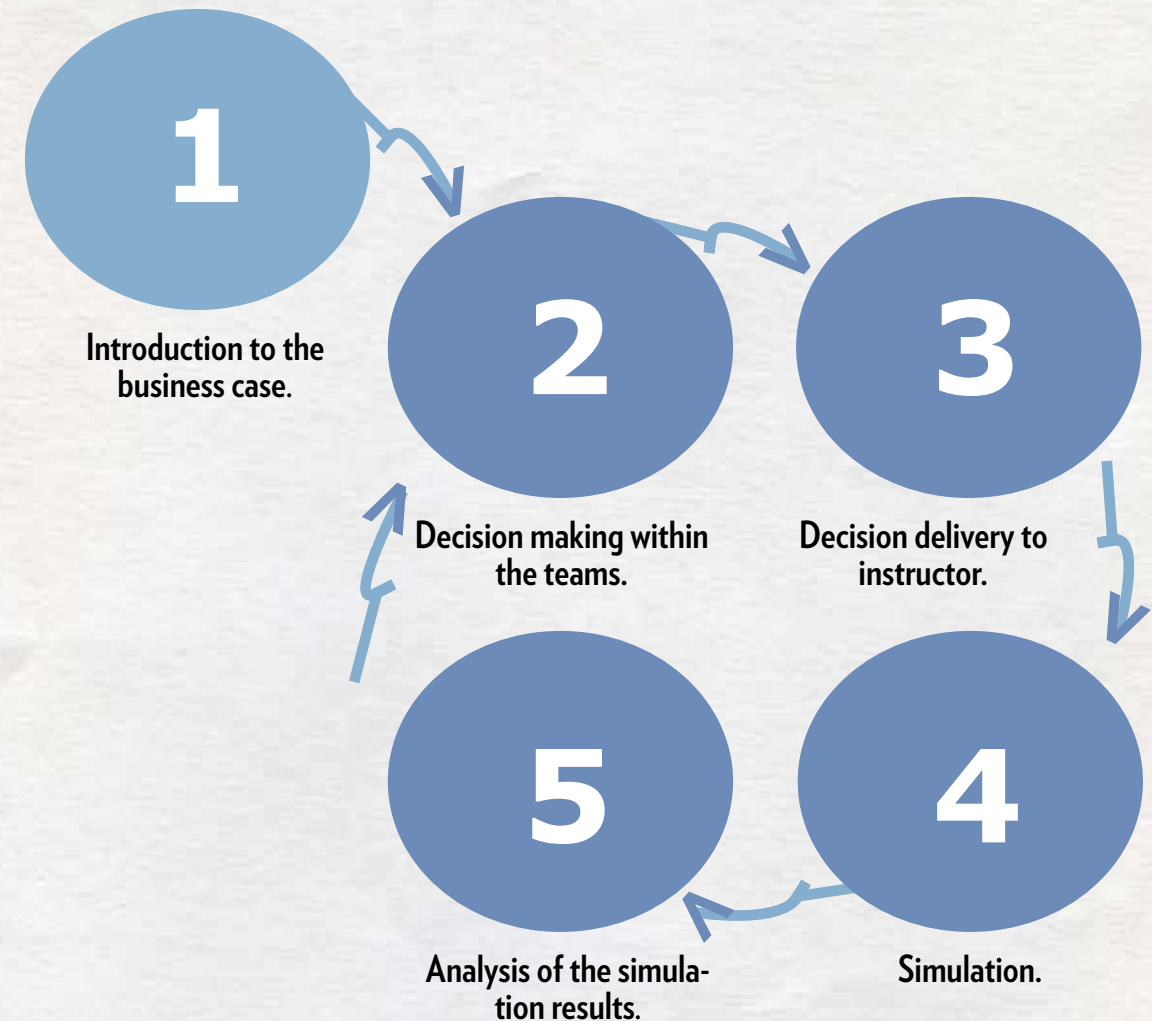
## Teamwork abilities

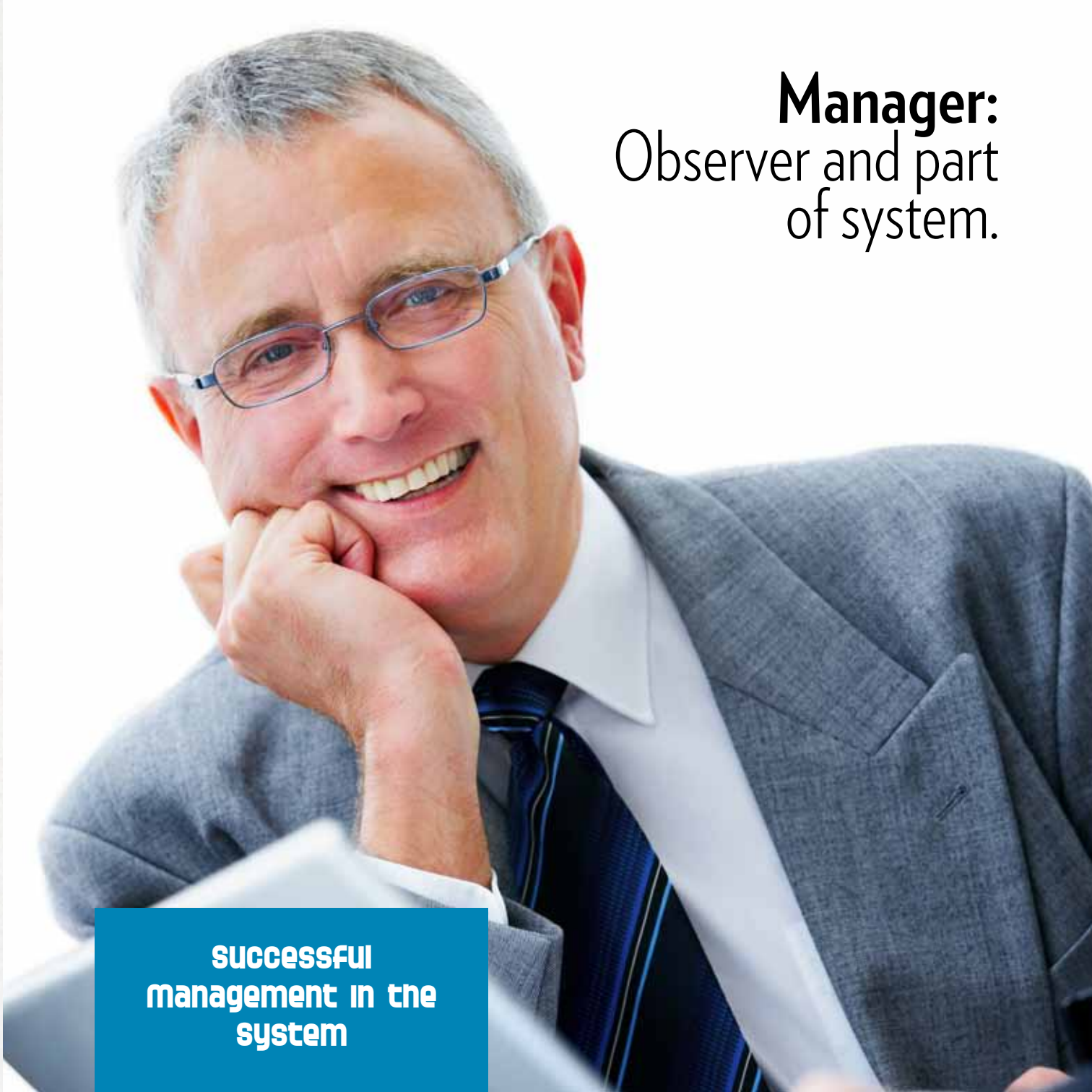
- Knowing your strengths and weaknesses
- Understanding others and active listening
- Giving positive feedback
- 

## Leadership skills

## General business abilities

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





**Manager:**  
Observer and part  
of system.

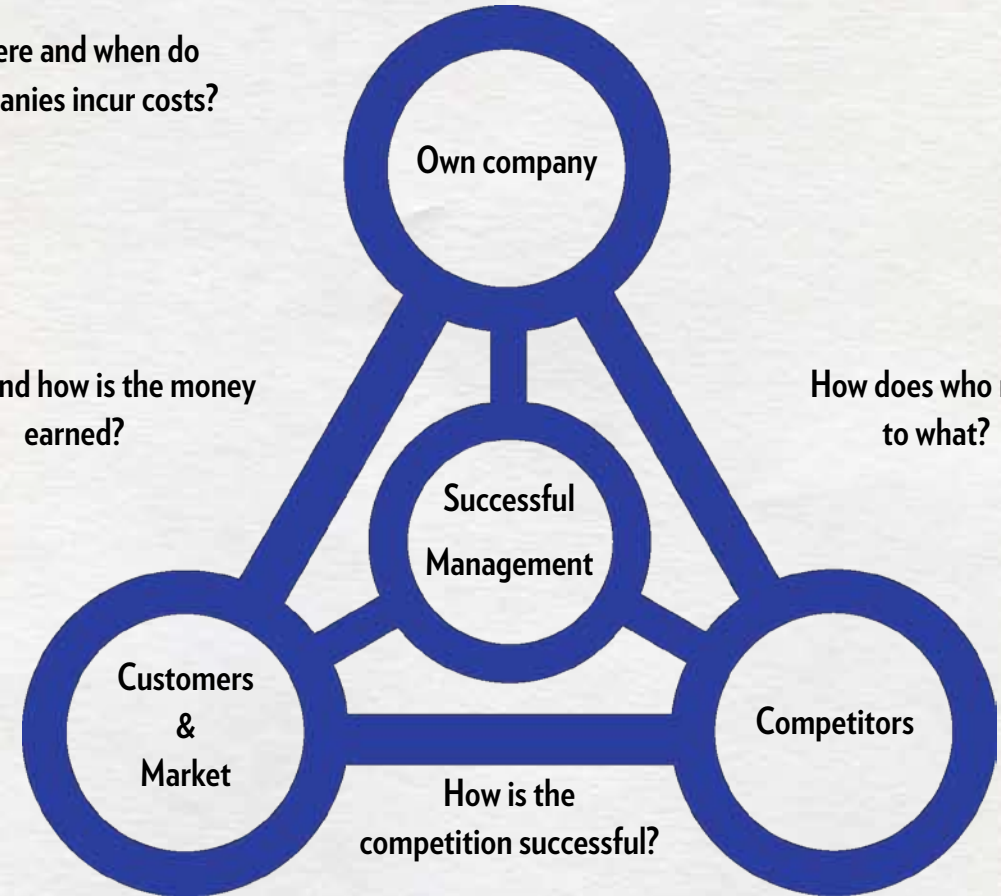
**Successful  
management in the  
system**

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?

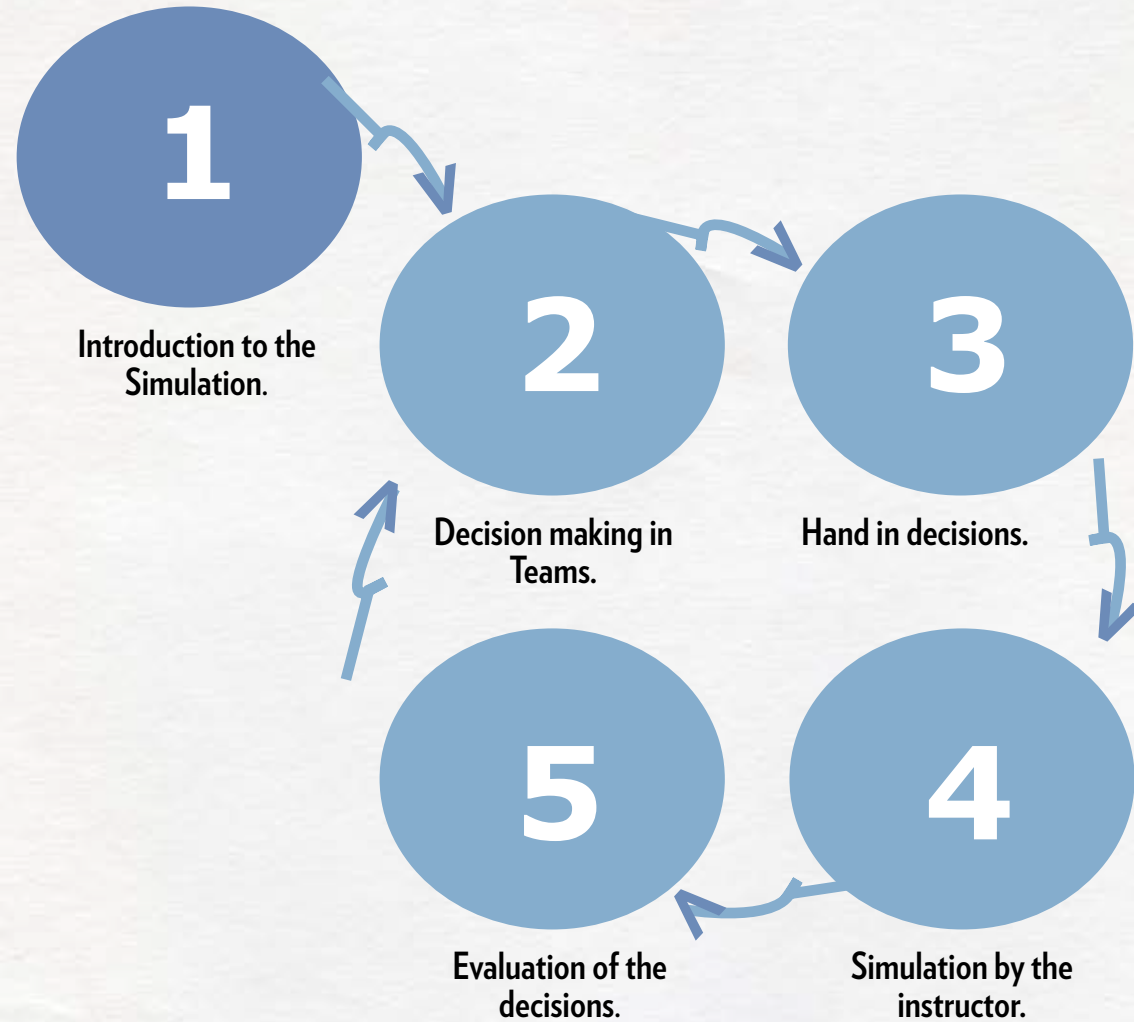


What does the customer want today  
and in the future ?

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**

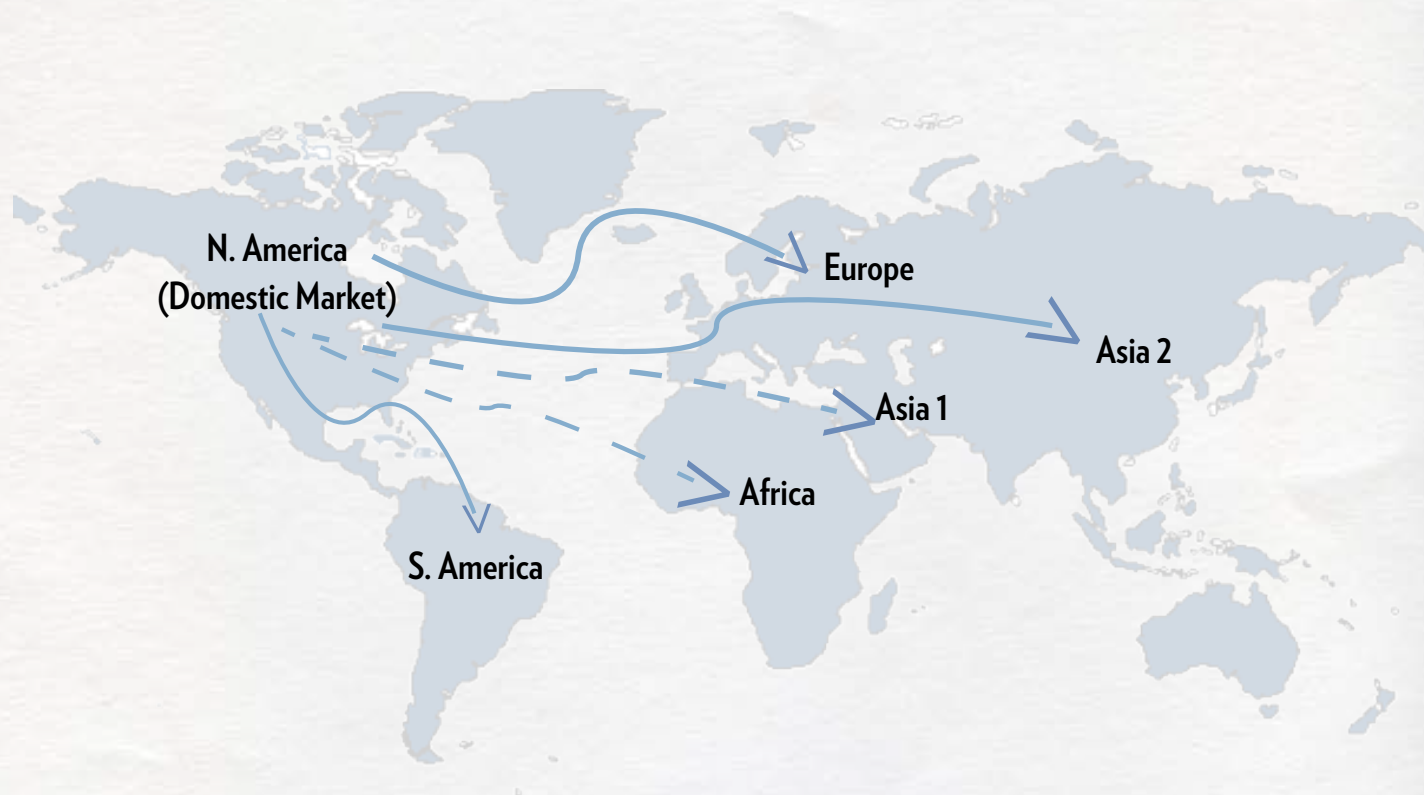
**Production**






**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

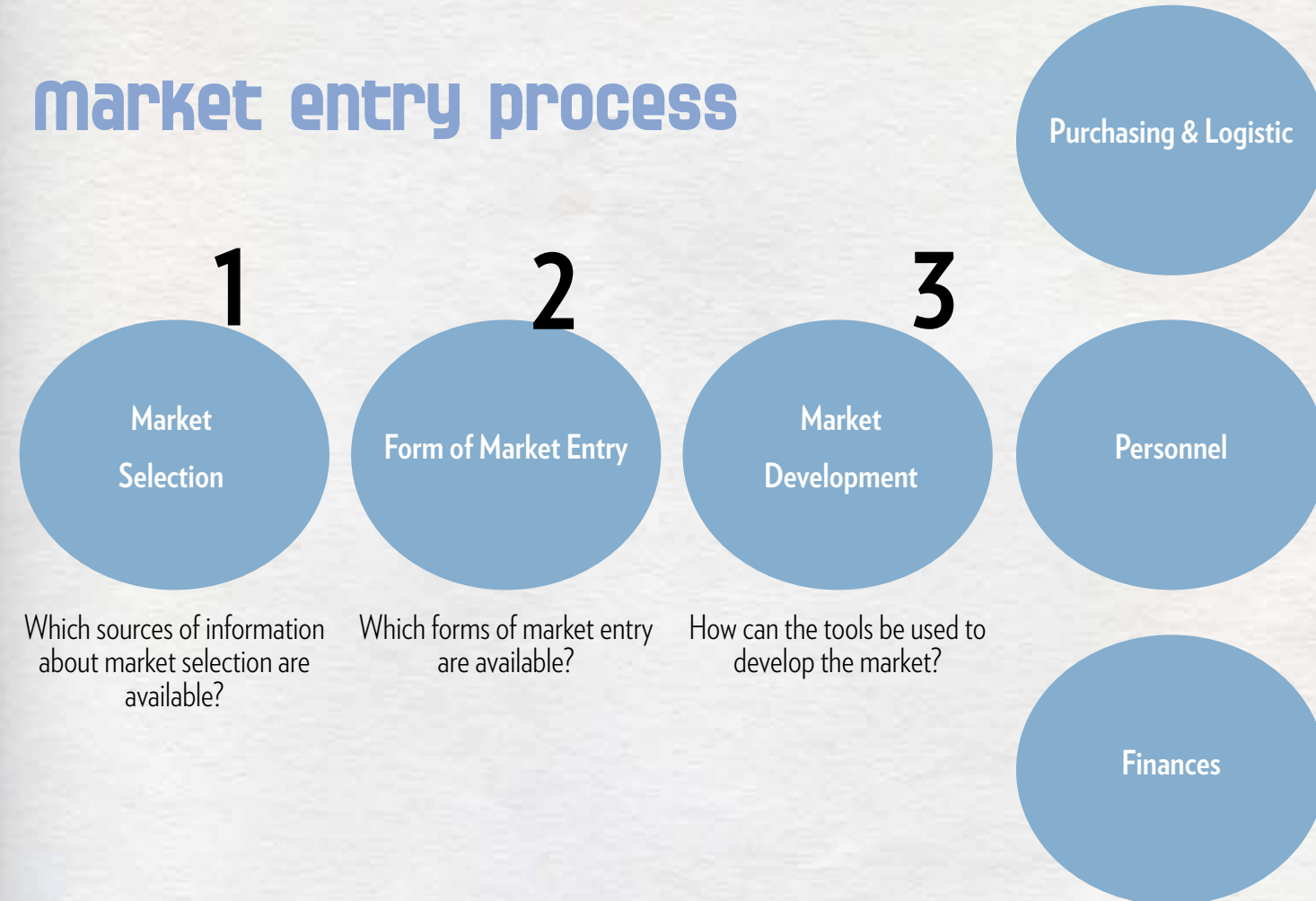
# Where will you go?

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?

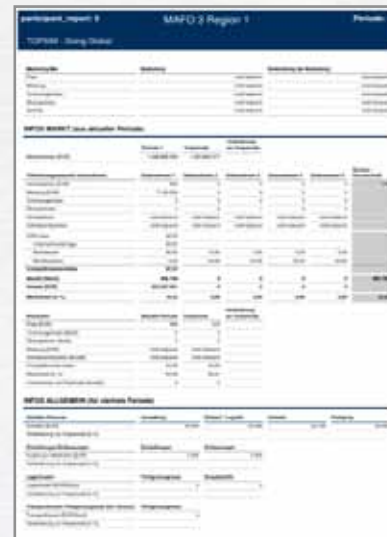
Regional Fact Sheets



Business News



Market Research Reports



## What forms of market entry are available?

EXPANSION

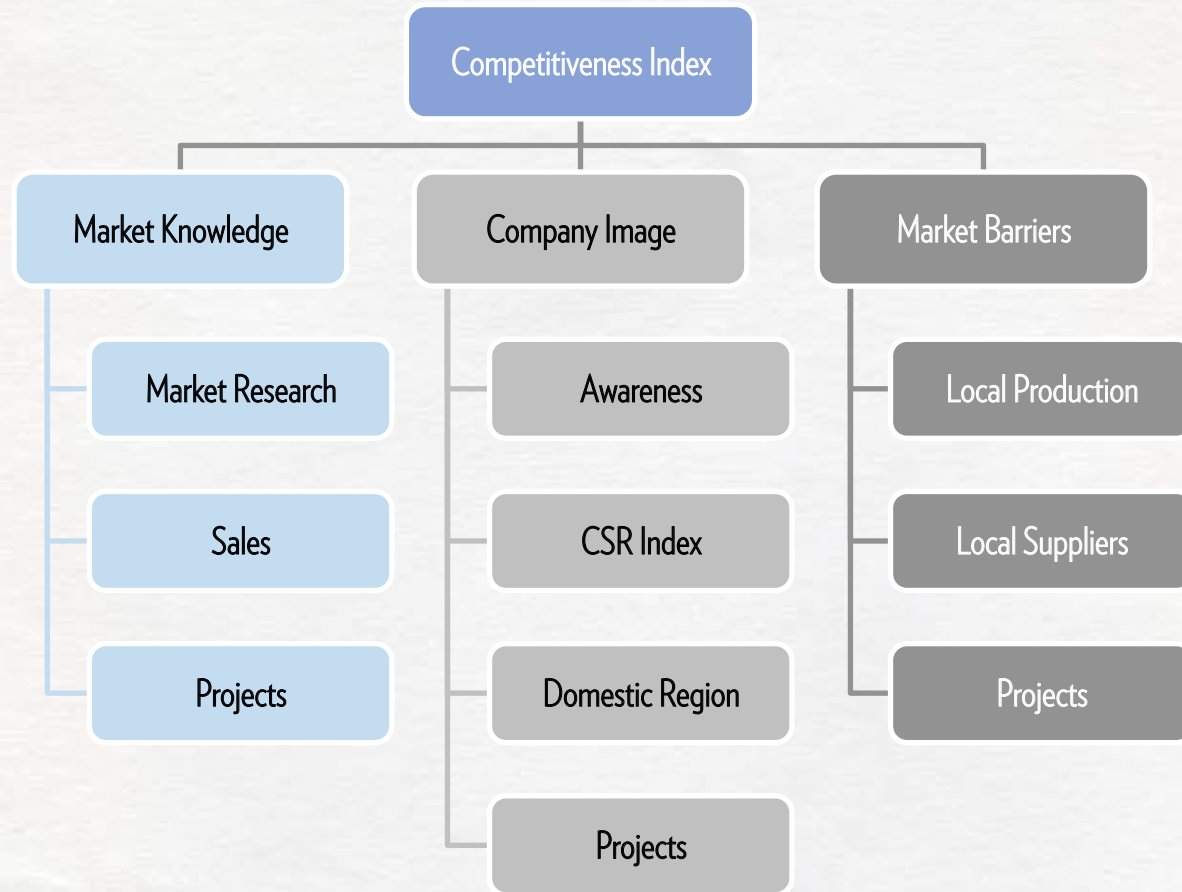
- Investment in your own Sales department
- Investment in your own Production

COOPERATION

- Cooperation in Sales
- Cooperation in Production

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





Market Research

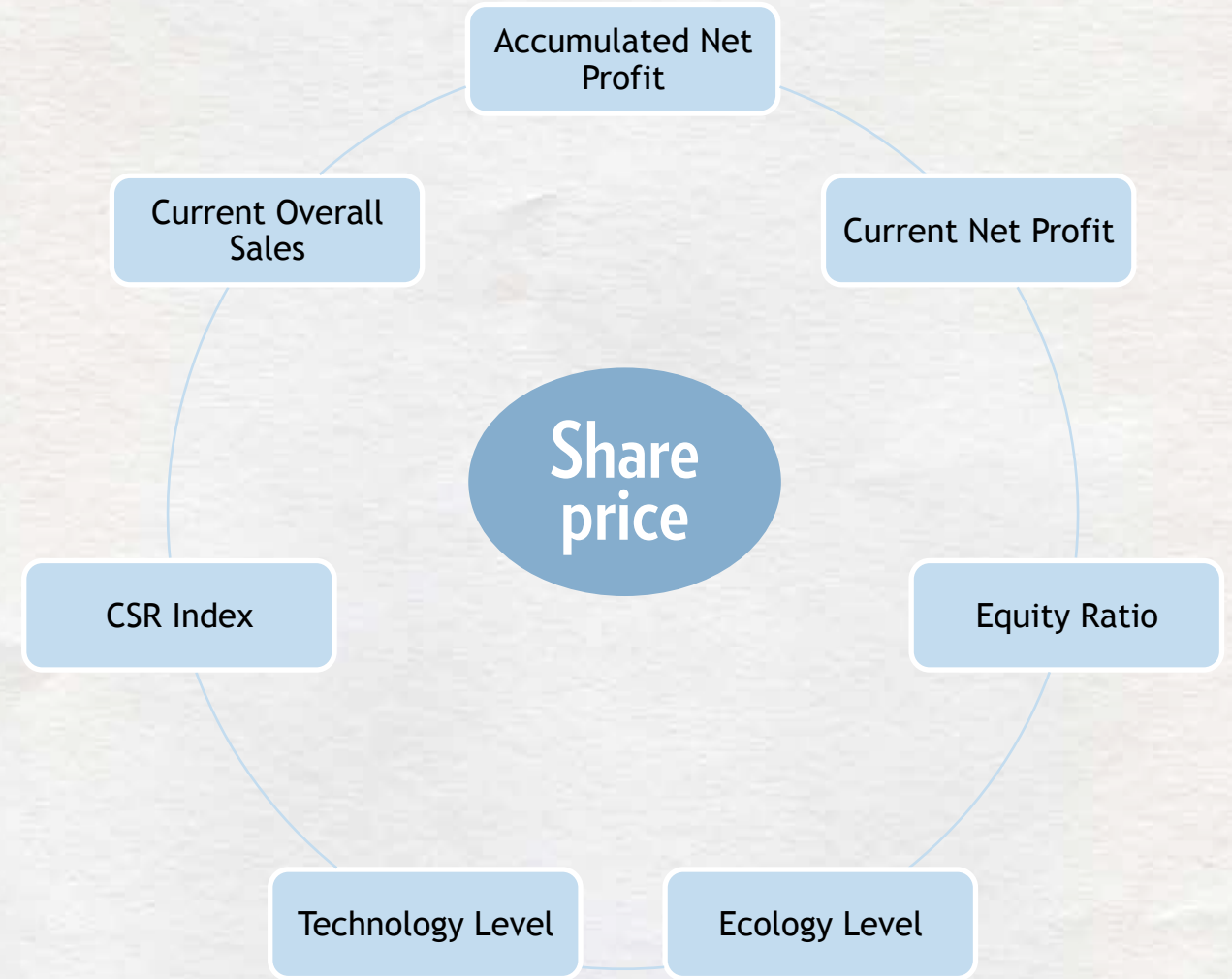
- Up to 3 different levels of detail

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

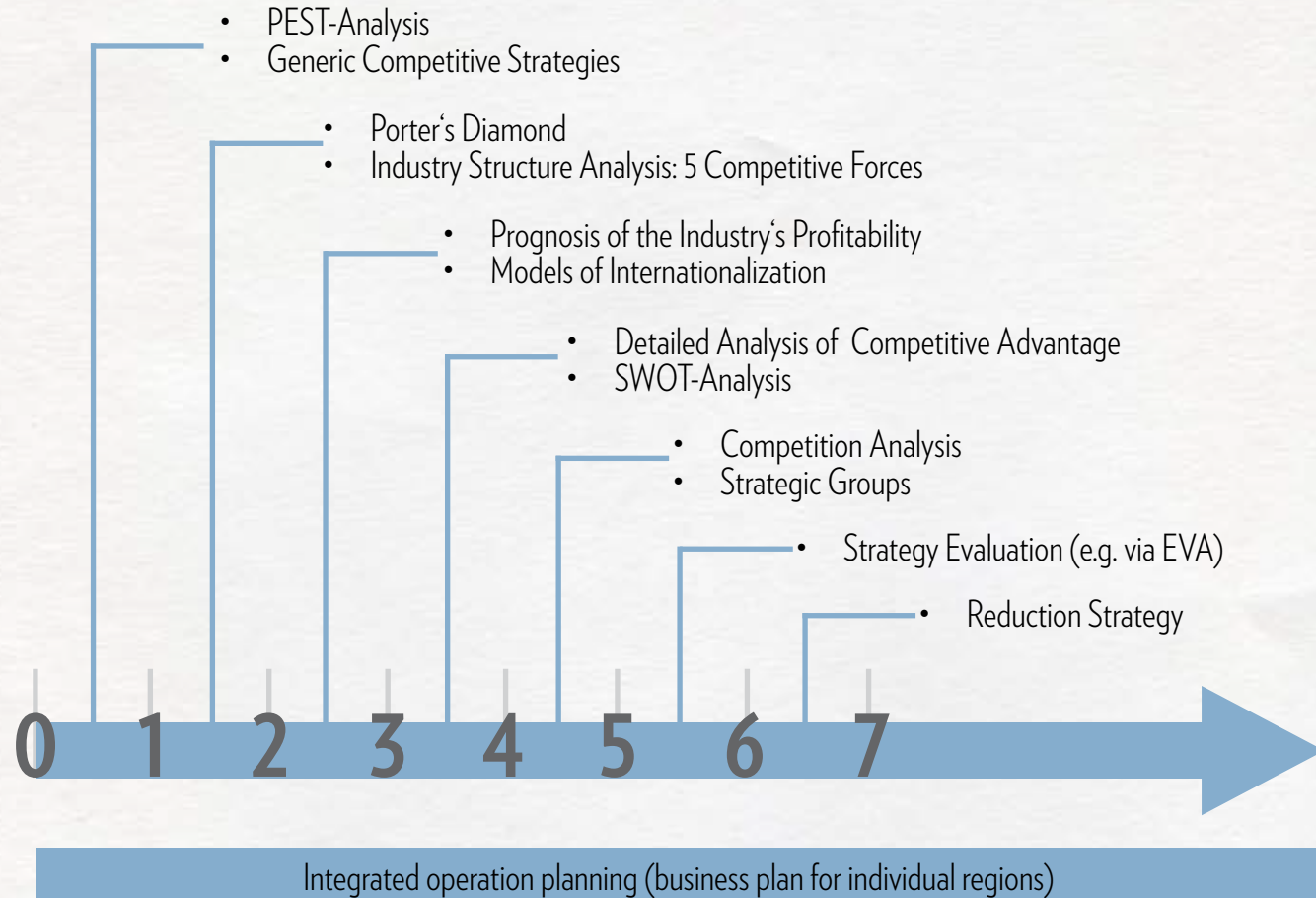
**The new TOP SIM:  
Going Global**



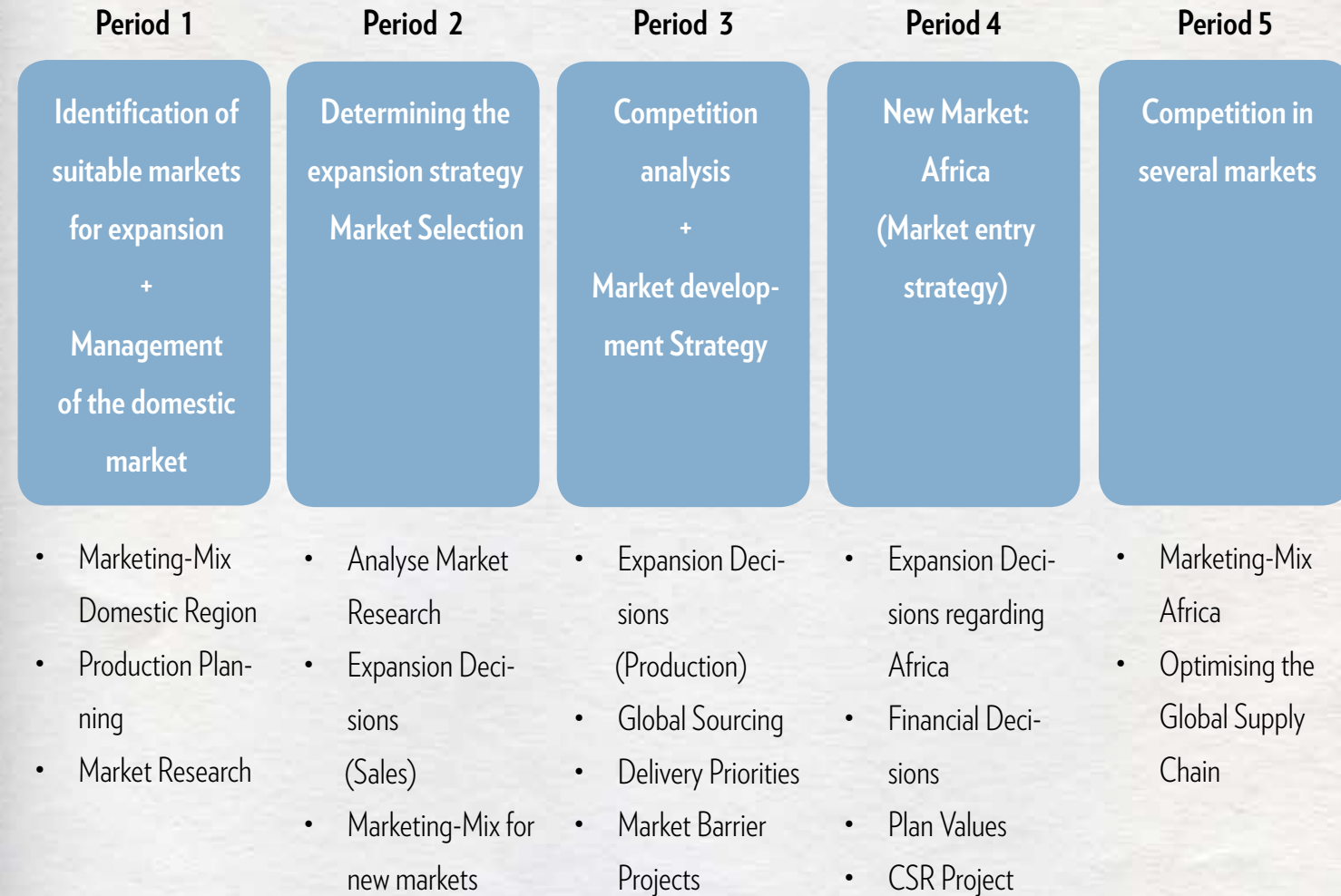
Regional manager	CEO
<ul style="list-style-type: none"> <li>Is responsible for the preparation of his/her region's business plan;</li> <li>Is responsible for efforts to implement the strategic approach for his/her region.</li> </ul>	<ul style="list-style-type: none"> <li>Is responsible to verify regional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

**The Strategic  
Planning Process**

## STRATEGIC PLANNING



**Integration of  
strategic concepts**



**Learning goals and  
Processes**

Increasing Complexity

Online

Online,  
Instructor Lead

Blended  
Approach

Classroom

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

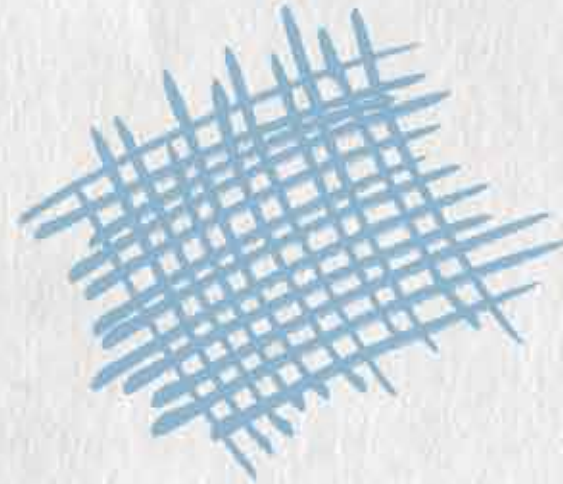
- Direct competition
- Instructor-lead online (Webinar)
- Focus on multi-functional aspects

- 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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