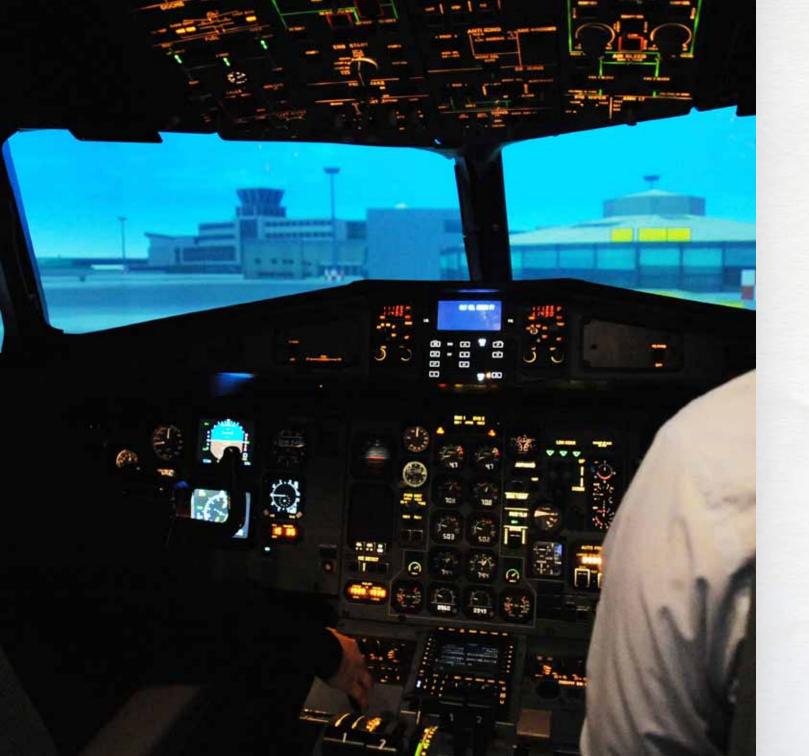


BUSINESS GAME: TOP SIM - GOING GLOBAL



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

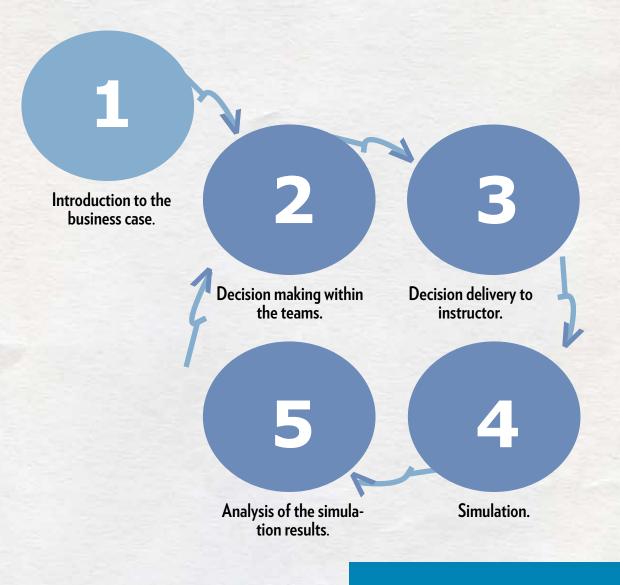
- Knowing your strengths and weaknesses
- Understanding others and active listening
- Giving positive feedback

Leadership skills

General business abilities

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





Flow of a management simulation





Where and when do companies incur costs?

Own company

Tools: Cost Accounting **Business News** Reporting

Where and how is the money earned?

Successful

Management

How does who react to what?

Customers

Market

How is the competition successful? Competitors

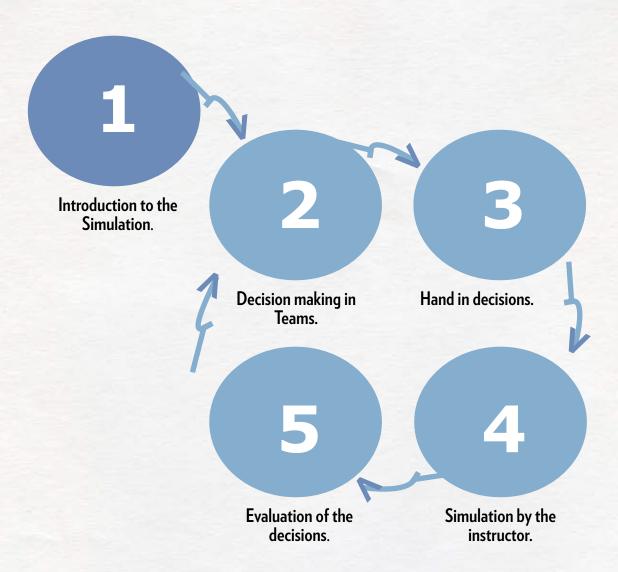
What does the customer want today and in the future?

Can you recognize any trends or developments?

Market Research Report **Business Reports** Annual Reports Regional Fact Sheets

Tools:

Market Research Report Business Reports Annual Reports





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)	6	6	6	G	G
	- 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!



market entry process

Market Selection

Which sources of information about market selection are available?

Form of Market Entry

Which forms of market entry are available?

Market

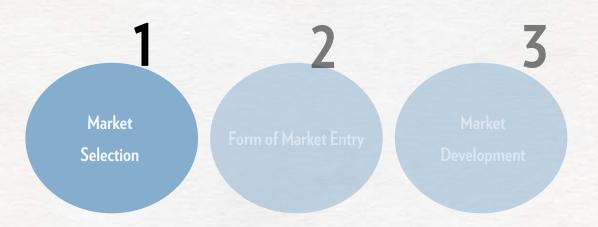
Development

How can the tools be used to develop the market?

Purchasing & Logistic

Personnel

Finances



What sources of information about market selection are available?

Regional Fact Sheets



Subsection In you, does not

Business News



Market Research Reports



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What forms of market entry are available?

EXPANSION

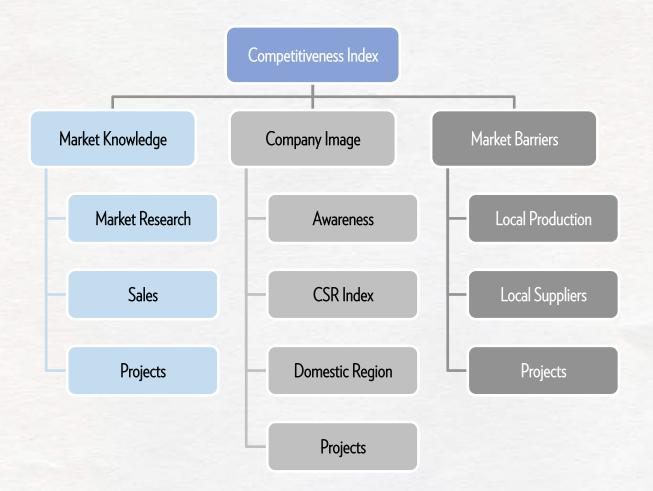
- Investment in your own Sales department
- Investment in your own Production

COOPERATION

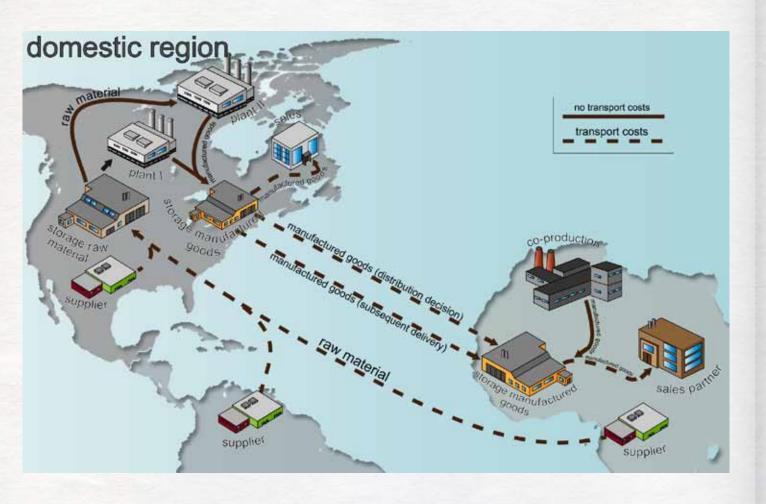
- Cooperation in Sales
- Cooperation in Production

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

9



Market Research
 Up to 3 different levels of detail
 Expansion Form - Sales
 Investment in own sales department
 Cooperation with a regional partner
 Expansion Form - Investment in own production facility
 Cooperation with a regional partner



Logistics and Transport Costs



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

Presentation to the Board Company guidelines Preliminary business plans Examination Revised business plans (Regional managers); by the CEO Scenarios/ **Developing strategic** planning concepts Assumptions Performance review

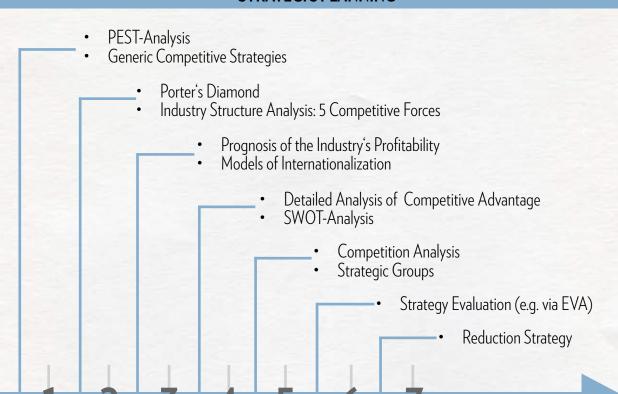
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CEO Regional manager Is responsible for the preparation of his/her region's busi-Is responsible to verify regional business plans; • Makes the decisions regarding internationalization and Is responsible for efforts to implement the strategic apoperating areas (market entry vehicle); proach for his/her region. • The Supervisory Board possesses the veto power.

The new Top sim: **Going Global**

The strategic **Planning Process**

STRATEGIC PLANNING



Integrated operation planning (business plan for individual regions)

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 develop- ment Strategy	New Market: Africa (Market entry strategy)	Competition in several markets
 Marketing-Mix Domestic Region Production Planning Market Research 	 Analyse Market Research Expansion Decisions (Sales) Marketing-Mix for new markets 	 Expansion Decisions (Production) Global Sourcing Delivery Priorities Market Barrier Projects 	 Expansion Decisions regarding Africa Financial Decisions Plan Values CSR Project 	 Marketing-Mix Africa Optimising the Global Supply Chain

Learning Goals and Processes

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Increasing Complexity

Online

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

Online, Instructor Lead

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

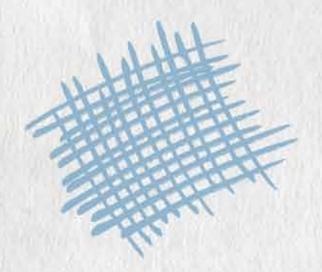
Blended Approach

- Direct competition
- Instructor-lead online / in classroom

Classroom

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





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