Sector

Production – Technology

Level

6

Themes

Internationalization strategy

Economic-financial management

Operation management

Product Marketing

Modality

Competitive

Time

18 to 36 hours

Businessglobal

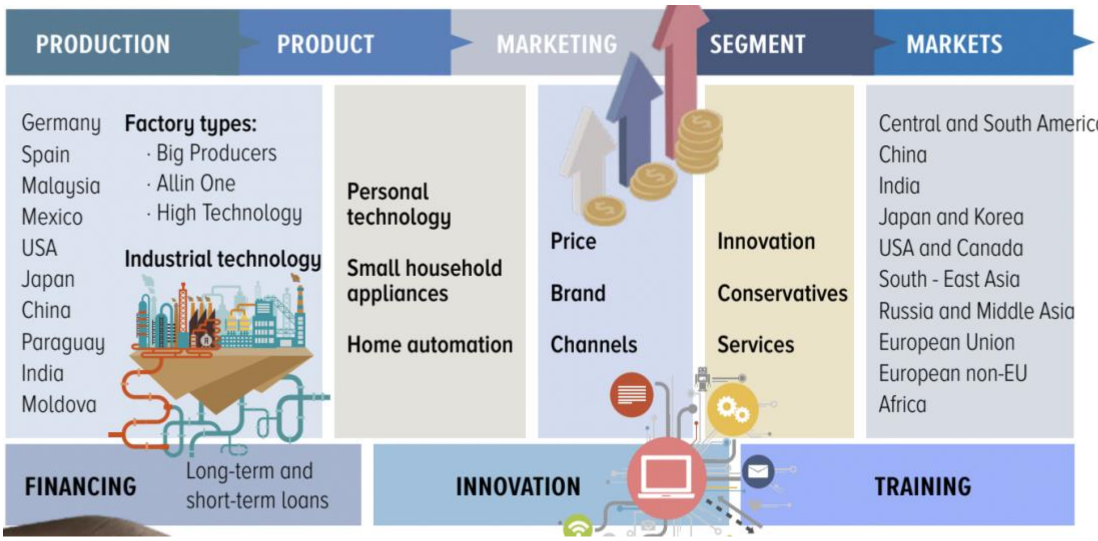
BusinessGlobal reproduces the competitive scenario of five home technology companies that must compete against each other. Each of the companies has a differentiated competitive position, according to its implementation in different geographic areas internationally.

The companies produce and market three product lines:

- Personal high technology
- Small household appliances
- Home automation

The simulator allows you to understand the implications of the globalization process on the different links of the value chain (organization, financing, innovation, production, marketing).

The simulator considers up to 9 markets and in each of them 3 demand segments: Services, Innovators and Conservatives.



Participants will have to make decisions related to:

Markets

Entry into new markets.

Prices

Prices by product and market.

Product

Improving the level of product innovation.

Brand

Spending on brand promotion by product and market.

Production

Acquisition of new factories, investment in technological development, units to be produced by product.

Staff Training

Development of organizational capabilities.

Short and long term bank financing

Short and long-term budget request to the bank. Dividend payment.

Market research

Purchase of research.

The simulation exercise increases in difficulty as the periods progress and the different teams develop their globalization strategy.