

## Sector

Mass consumption  
(Dairy products)

## Level

5

## Themes

Business strategy  
Product Marketing  
Operation management  
Economic-financial  
management

## Modality

Competitive

## Time

16 to 32 hours

**FoodCompany** reproduces the competitive scenario of various companies in the mass-market dairy sector, which must compete with each other.

The simulator's central content axis is the marketing area, but it additionally integrates the areas of operations and finances. In this way, the different teams will be able to consolidate their knowledge with a global vision of the company.

The companies produce and market three product lines:

- Milk
- Fresh cheese
- Yogurt

The simulator considers 3 demand segments (Children/youth, Adults and Healthy) and 3 marketing channels (Traditional store, Large surface and HORECA).

Different companies have levers to develop different business strategies:

- Volume – Price
- Quality – Margin

In any case, the market's sensitivity to price and quality are very different depending on the product. Decisions must be made after evaluating the different options.



**Participants will have to make decisions related to:**

### Production

Expansion of production capacity, units to be produced per product and percentage of expenditure on plant maintenance.

### Brand

Prioritization of demand segments and spending on brand promotion.

### Prices

Prices per product.

### Product

Breadth of range, quality of raw materials, packaging and improvement of product quality.

### Comercialización

Product promotion at the point of sale, discount by product and point of sale, and logistics modality.

### Financing

Long and short-term loan, and collection-payment term to clients and suppliers.

### ESG

Integrate ESG into general management