



Area: Mass-Consume
Level: 3,4,5
Modality: Competitive Team
Time: 16 to 32 hours

Subject:
 Economic-Financial Management
 Product Marketing
 Operation Management
 Human Resources Management

FoodCompany recreates the competitive scenario of five dairy mass-market companies in mutual competition. All of them start the simulation at the same competitive point. Companies produce and sell three product lines: milk, soft cheese and yogurts. Participants must take decisions on:

- **Chain expansion:** estrategia y criterios de crecimiento de la cadena.
- **Product Range:** Establishment of the product range and its quality.
- **Merchandising:** Retail management.
- **Brand:** Investment on image and branding.
- **Prices:** level of margin/prices by product category and promotions.
- **Sales Team:** professional profile and staff training.
- **Market Research:** market-research reports purchase.
- **Customer Management:** service quality model and payment options.
- **Growth Funding.**

In addition, there will be activities on human resources management and quality management.

