

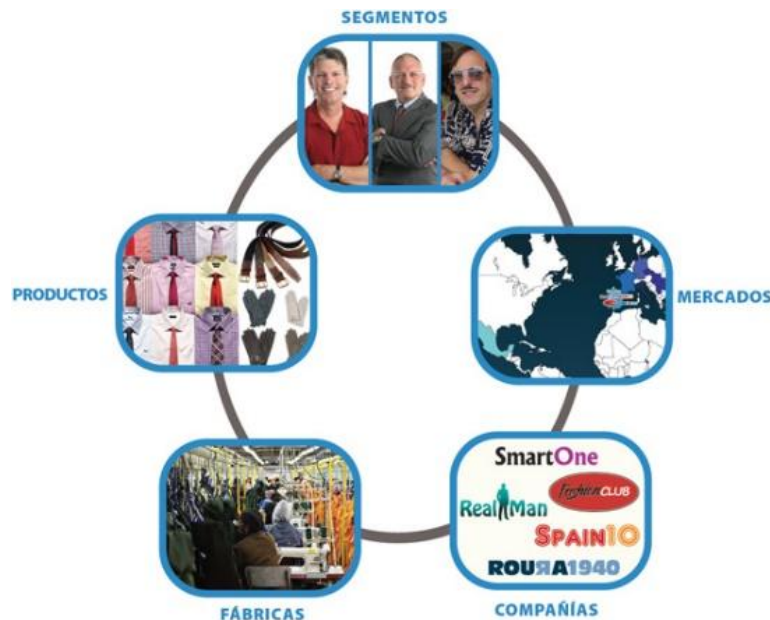


Area: Services
Level : 3,4,5
Modality: Competitive Team
 Individual non-competitive
Time: 16 hours

Temáticas:
 Strategic internationalization
 Economic-Financial Management
 Human Resources Management
 Operation Management

Global 2020 recreates the competitive scenario of 5 competing clothing companies. All of them start the simulation in the same competitive position. Companies produce and sell three product lines: shirts, ties and fashion accessories. The company produces and sells its own products on a specific market, but the development of the simulation may imply making the decision to produce on new markets. Each market is characterized by three segments of market demand.

Participants must take decisions related to:



- Production: new factories purchase and investment on technological development.
- Markets: new market entry
- Design: improvement of the product design
- Prices: Price by product and market
- Promotion: expense on promotion by product and market
- Human resources: staff training
- Market research: research purchase
- Funding: Long and Short Term Loans

In addition, contestants will have to deal with exercises such as a purchase department opening, the addition of an equity partner, the changing from producing system to distribution or to the investment on new machinery.