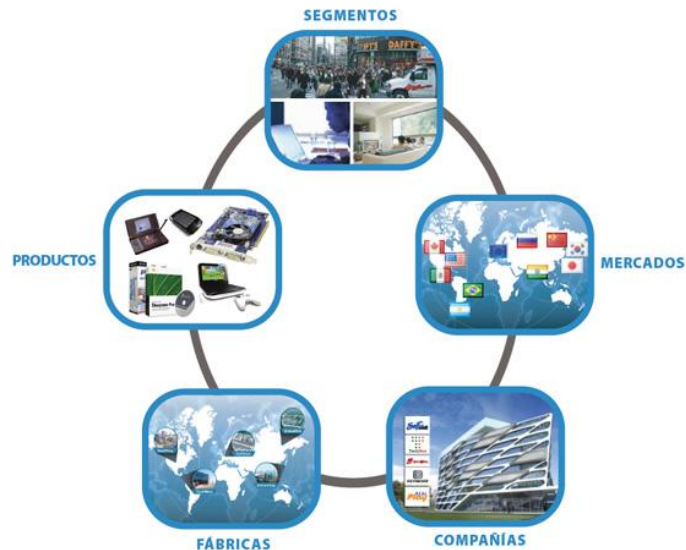




Area: Production
Level: 4,5,6
Modality: competitive Team
Time: 16 to 40 hours

Subject:
 Internationalization strategy
 Economic-Financial Management
 Product Marketing
 Human Resources Management

TechCompany recreates the competitive scenario of five concurrent hardware and software companies. All of them start the simulation at the same competitive point. Companies produce and sell three product lines: game consoles, entertainment software and tablets. The simulator aims its performance on the design, marketing and commercialization of the products. It considers three priority markets and five market demand segments on each of the markets. Products are sold on three commercialization channels. Contestants will have to make decisions related to:



- Markets: new market entry
- Production: enlargement of the production capacity
- Products: design and product innovation
- Prices: Price by product and market
- Promotion: to prioritize market demand segments and the Budget on promotion by market and product.
- Forecast: estimation of the sales volume by product
- Commercialization: advertising of the product in sell points and discounts by commercialization channel
- Human resources: staff training
- Market research: research purchase