



Area

Production – Tecnology

Level

4

Topics

Internationalization
Strategy Economic-
financial management
Operation
management Product
marketing

Modality

Competitive

Time

Between 14 and 28
hours

Business21 reproduces the competitive scenario of five home technology companies that must compete with each other. Each of the companies has a differentiated competitive position, according to its implementation in different geographical areas internationally.

Companies produce and market two product lines:

- Media players
- Televisions



Participants must make decisions related to:

Market

Entry into new markets.

Prices

Prices by product and market.

Product

Improvement of 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 produce per product.

Training

Development of the capabilities of the organization.

Short and long term bank financing

Request for short and long term budget to the bank.

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