



Area

Drinks

Level

2, 3

Topics

Fundamentals and keys of Business Management

Modality

I.- Non-Competitive
II.- Competitive

Versions

Version I: Level 2

Version II: Level 3

Time

Between 6 and 12 hours

Energy&Co has been conceived as a simulator that allows you to review the main concepts of the subjects of the first course of Business Administration and Management, and then apply them in a realistic simulation environment. The application is suggested first in the non-competitive and then competitive mode.

First, the participant will familiarize himself with the decision-making process by managing his own business, where he will go through the Production, Marketing, Human Resources and Finance departments, making the relevant decisions in a non-competitive environment.

Next, you will manage an energy drinks production company in a competitive environment. The student must make decisions about entering new markets, production, price level, promotional spending, human resources management, etc.



The student must make decisions about:

Product

Improvement of product quality and raw material quality.

Brand

Budget in promotion.

Prices

Prices per product.

Production

Expansion of production capacity. Units to produce.

Commercialization

Promotion of the product at point of sale and discounts by marketing channel.

Financing

Long term loan application. Only in the competitive version.