Global Supply Chain
Management V2 Simulation

How to Play Guide
Challenge

When companies provide extensive product options, it makes predicting and fulfilling customer demand highly complex.

This simulation illustrates how a few key decisions can improve the ability of a company to accurately predict and fulfill demand.

You have just been hired as the Supply Chain Manager responsible for production of two new lines of mobile phones. You will be able to make key decisions and see the impact of your decisions on the performance of your company over the span of 4 years.
Your Objectives

• You are in charge of releasing two models of mobile phones:
  • Model A, a base model
  • Model B, a high end model

• Decide which features to include and with whom to outsource the work.

Important Info:

• Sales season is May through December—there is no demand before May or after December
  • Demand is anticipated to be consistent over these months

You will be judged on the following criteria:
  Gross Margin
  Number of Votes of Confidence by Board Members
Design Room

- Add up to four options to the base model
- *Pay attention to the estimated change in demand created by each option, its impact on profit per unit, and other variables
Forecasting Room

- Predict the demand of the two phone models for each year
- *Remember, demand is spread out evenly across all months from May to December.
Production Room

- After choosing suppliers you will advance month by month and observe the accuracy of your forecasts.
- You will be able to change your production schedule, but this will require a significant payment to your suppliers.
Board Room

- Review your financial performance
- See how well your strategic choices have played out over the year based on Board Member feedback.

Good evening, my name is Mia, Chair of the Board. The purpose of this meeting is to review your performance.
• When the board meeting ends, return to the Design Room to start the next year
• You will repeat the cycle of design, forecasting, production, and board evaluation for four years
  • Remember that you can track your progress using the scorecard on the left-hand side of the screen
• You can refer to previous decisions you made by clicking on the Decision History section.

Good Luck!