

## The BTS Electronics Business Simulation

### Objective

Experience the key business drivers and challenges of the Electronics business; learn, practice and apply the principles, behaviors and skills necessary to manage an Electronics business for success.

### Audience

- Managers and employees of Electronics companies
- Sales organizations and account teams with Electronics companies as major clients

### Business Issues

To successfully compete in a highly competitive and demanding global marketplace, Electronics companies must develop sales and marketing strategies that increase operational efficiency and drive profitability.

To provide solutions to clients in the Electronics industry, it is critical to have a comprehensive understanding of their business, their objectives and their challenges – those business challenges unique to their organization as well as those triggered by the industry and marketplace.

### *The BTS Electronics Business Simulation will enable participants to:*

Articulate the key strategic and financial drivers of an Electronics company

Transform the company's product and service offerings to meet changing market trends and increasing competition

- Identify customer needs and market trends
- Offer new products consistent with customer needs
- Invest in service levels to improve the customer experience

Grow revenues by managing the company's marketing mix

- Balance distribution channels
- Invest to raise brand awareness and customer loyalty
- Sustain profitability through price and volume management

Reduce cost by implementing operational excellence initiatives

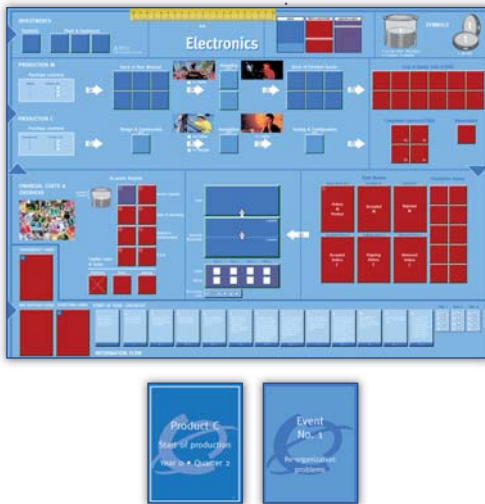
- Reduce claim costs with focus on claim frequency and average claims cost per policy
- Increase efficiency of the company's distribution chain
- Invest in Research and Development
- Maximize resources
- Optimize capacity utilization
- Invest in and maintain IT systems to maximize the experience of key stake holders: clients, service personnel and distribution centers



## Solution

The BTS Electronics Business Simulation is a 1-day program that introduces the key challenges and business drivers of the Electronics business. The simulation is an interactive learning experience that places participants in realistic, problem solving scenarios. Given the opportunity to reason through these situations, participants learn, practice and apply the behaviors and skills that will enable them to manage an Electronics business more effectively and efficiently. To provide a deeper understanding of how their decisions directly impact the performance of the organization and to ensure the immediate application of new skills on the job, participants receive feedback and performance analyses at the end of each simulation session or year.

The BTS Electronics Business simulation is designed to be experienced as either a stand alone learning solution or as part of a comprehensive training program. The comprehensive program includes group discussions, problem solving exercises and team activities that further reinforce the principles and skills that lead Electronics organizations to success.



*The BTS Electronics Simulation and Comprehensive Training Program will enable your organization to:*

- Align performance goals with strategic initiatives
- Translate the key challenges of the Electronics industry into proactive forecasting and strategic decision-making
- Leverage the important drivers of profitability
- Create and deliver customer value
- Maximize operational efficiency and excellence

## About BTS:

BTS partners with leading companies to accelerate change and improve business results. We are the world leader in customized business simulations and other discovery learning solutions that enable leading corporations to change, grow and succeed. BTS adds value for our Global Fortune 1000 clients through three practice areas: Strategic Alignment & Business Acumen, Leadership & Management, and Sales. We have additional capability in Operational Excellence & Project Management and offer an innovative Engage for Change process. BTS is a public company listed on the Swedish Stock Exchange and trades under the symbol BTS B.

For more information please visit [www.bts.com](http://www.bts.com).

## Sampling of other BTS Clients

- Accenture
- Aetna
- AstraZeneca
- AT&T
- Bank of America
- Bell South
- Boeing
- Cisco Systems
- Coca-Cola
- Gap Inc.
- General Electric
- Hewlett-Packard
- Honeywell
- IBM
- ING
- Liberty Mutual
- Liz Claiborne
- Macy's Inc.
- McKinsey
- Microsoft
- Nokia
- Philips
- Sony
- Texas Instrument
- Time Warner
- Toyota Motor Company
- Vodafone
- Weyerhaeuser