



Products Simulation

Overview

In the Products simulation, participants manage a fictional company for long-term success. The program gives individuals an opportunity to experience the difficulties and challenges faced by a products-based business in a competitive environment.

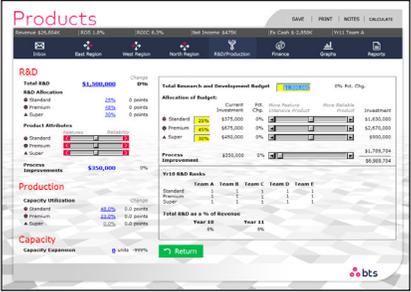
How It Works

During the simulation workshop, participants work together in management teams to overcome their company's poor record of financial and operating performance. As senior management, they define a mission statement, develop broad-based objectives, identify goals, and create business strategies to accomplish these goals. Throughout the simulation, participants make decisions on every phase of business operations ranging from marketing to operations and finance. Decisions are based on results from previous years, strategic and tactical plans, and participants' analysis of the competition and marketplace.

Annual reports, trade journals and pro-forma financial statements are also produced to help participants analyze their decisions, take corrective actions, and examine their industry stance.

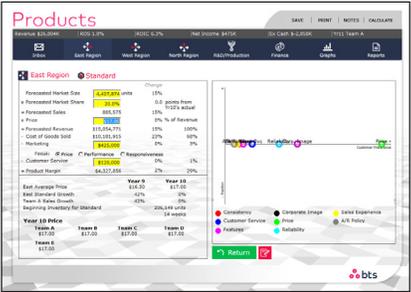
Simulation Benefits

By experiencing the Products simulation, participants can explore new ideas and implement different decisions in a variety of realistic business scenarios. Through discussion and rapid feedback, they immediately see the impact of their strategic and tactical decisions on company operations, refine their analytical skills, and practice planning and problem-solving techniques.



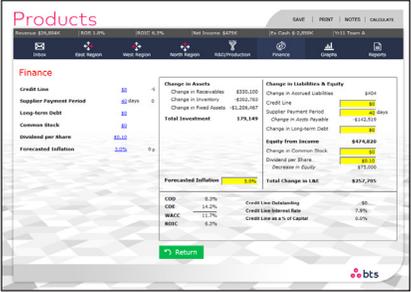
Key Simulation Issues

- Product differentiation
- Resource management
- Cost reduction
- Debt/equity financing
- Pricing
- Market expansion
- Total quality management
- Cross-functional issues
- Service management
- Capacity planning
- Cash management
- Product mix
- Promotion
- Customer focus
- Vendor selection



About BTS

BTS focuses on the people side of strategy, working with leaders at all levels to help them make better decisions, convert those decisions to actions and deliver results. At our core, we believe people learn best by doing. For 30 years, we've been designing fun, powerful experiences™ that have profound and lasting impact on people and their careers. We inspire new ways of thinking, build critical capabilities and unleash business success. It's strategy made personal.



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