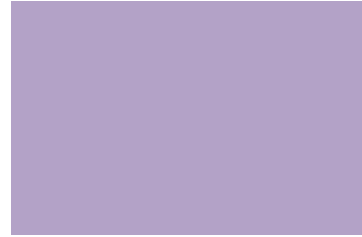




Virtonomics Business Challenge

Online Competition in Management Simulation

Business game "Sales Management"





Virtonomics Business Challenge

Online Competition in Management Simulation

Sales Manager
Module 1

Product mix

Price

Personnel

Supply chain



Ensure stable sales activities by managing key business processes

Optimize the results while maintaining the initial size of the store (100 sq. m.)

Product mix

Analyze the products you have in your store

Form your product mix – choose products and their quality; buy them

Set an achievable sales goal for each product

Price

Choose the best competitive price for your product (take quality into consideration)

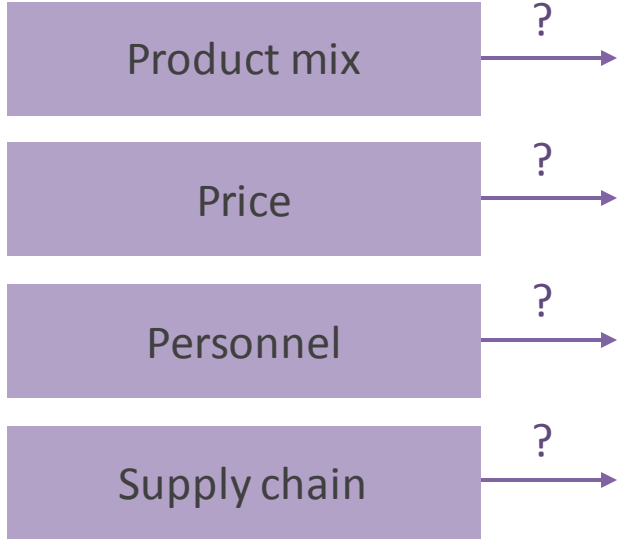
Personnel

Choose the level of qualification of your employees in the store (choose salary)

Manage the number of employees as number of visitors grows

Supply chain

Ensure a steady flow of goods; if there are no goods in the store, there will be no sales



Number of visitors

Sales volume

Sales profit

Identify the connections and impact on sales results



Virtonomics Business Challenge

Online Competition in Management Simulation

Sales Manager
Module 2

WAS YOUR COURSE OF ACTIONS SUCCESSFUL?

WAS IT PROFITABLE? YES => WHY? NO => WHY?

WHAT CAN BE DONE TO IMPROVE THE PERFORMANCE?

Revenues

-

Expenses

=

Profit / Loss

Sales = Revenues

Proper marketing mix will ensure interest of consumers, and thus sales

Manage your expenses

While testing various ideas, you need to go as lean as possible

Profits

In order to develop your business, your activities have to be profitable



Product sales (Trade Hall)

Analyze the sales results. Were your goals achieved?

Analyze the market, and competitor performance. Are you competitive?

Price (Market reports, Trade Hall)

Is your price still competitive?

Personnel (Store)

Is the qualification of your personnel sufficient? Are customers happy?

What do you need to increase the performance? (training or salary raise, number)

Supply chain

Do you have trustworthy suppliers? Consider the risks if you have only one supplier.

Is your supplier capable to provide you more goods? (in case there is growing demand)



Place

Promotion

Investments



Ensure stable sales activities by managing additional key business processes

Optimize the results while expanding the store (500 sq. m.)



Continue you activities from Module 1 Action plan

Place

Fully utilize the possibilities provided by increase in sales area

Is the district suitable for your marketing mix? Consider relocation if necessary

Promotion

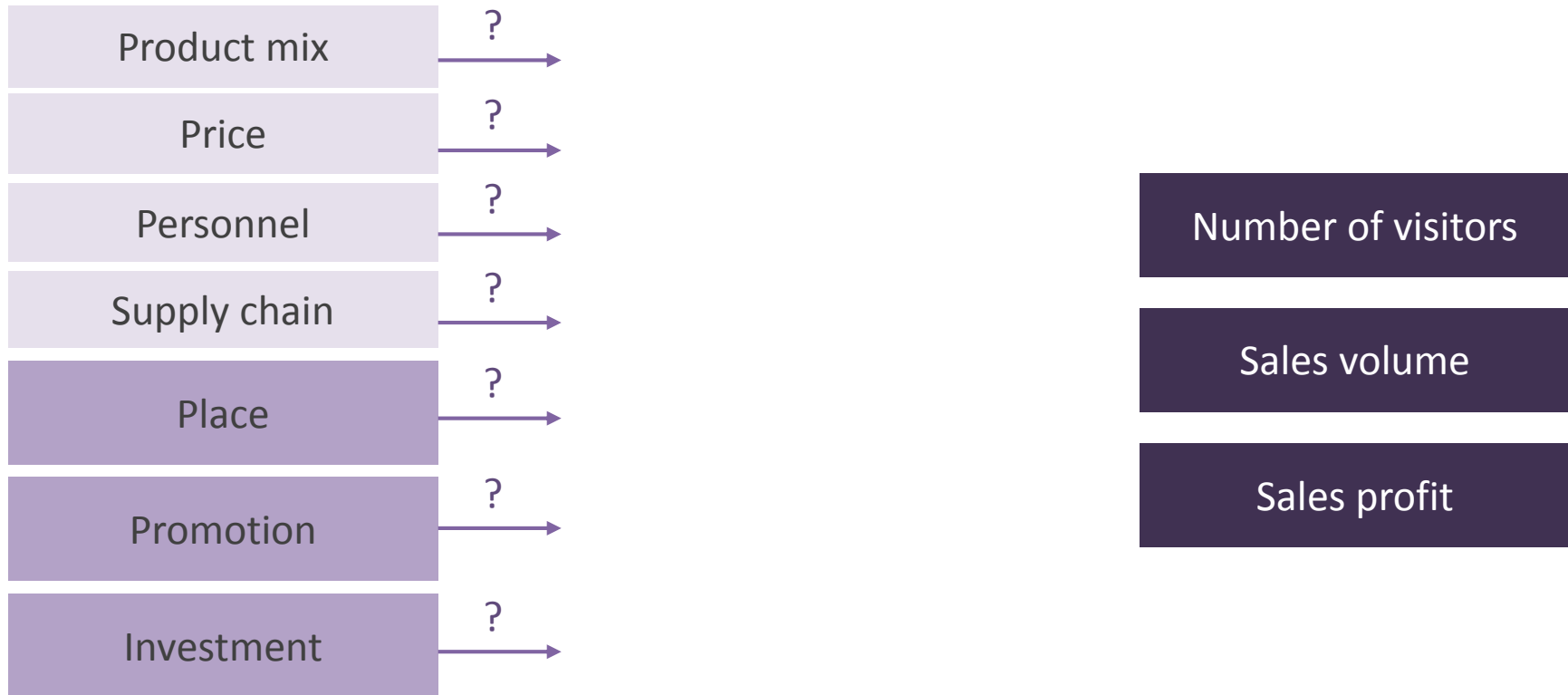
Choose your advertising budget to attract more visitors (potential customers)

As you start advertising, start with smaller budgets to avoid wasting money

Investments (Innovations)

Consider the possibilities that business booster can provide you (Store tab)

If you choose to invest, consider reviewing all the variables afterwards



Identify the connections and impact on sales results



Virtonomics Business Challenge

Online Competition in Management Simulation

Sales Manager
Module 3

WAS YOUR COURSE OF ACTIONS SUCCESSFUL?

WAS IT PROFITABLE? YES => WHY? NO => WHY?

WHAT CAN BE DONE TO IMPROVE THE PERFORMANCE?

Revenues

-

Expenses

=

Profit / Loss

Sales = Revenues

Proper marketing mix will ensure interest of consumers, and thus sales

Manage your expenses

Consider going lean, any unnecessary expenses will cut your profits or will generate loss

Profits

In order to develop your business further, your activities have to be profitable

Product sales (Trade Hall)

Analyze the sales results. Were your goals achieved?

Analyze the market, and competitor performance. Are you competitive?

Price (Market reports, Trade Hall)

Is your price still competitive?

Personnel (Store)

Is the qualification of your personnel sufficient? Are customers happy?

What do you need to increase the performance? (training or salary raise, number)

Supply chain (Trade Hall)

Do you have trustworthy suppliers? Consider the risks if you have only one supplier.

Is your supplier capable to provide you more goods? (in case there is growing demand)

Place

As store grows, so does the visitor flow. Do you have enough employees, goods, ads?

Don't forget a possibility to relocate if there are too many competitors in the district

Promotion

Is your advertising at 100% efficiency? No? Then you are wasting money

Don't forget to match advertising budgets with overall scale of operations.

Investments

After the investment consider reviewing all the variables to maximize gains

Sales result analysis

Consumer analysis

Competitor analysis



Increase market share in goods you sell

Optimize the results while expanding the store (1000 sq. m.)

Continue activities from Action plans of Module 1 and 2

Trade hall of the store

Sales reports of each product and sales history

Market report of each product you are selling (including data on competitors)

Main (Store) tab of the store

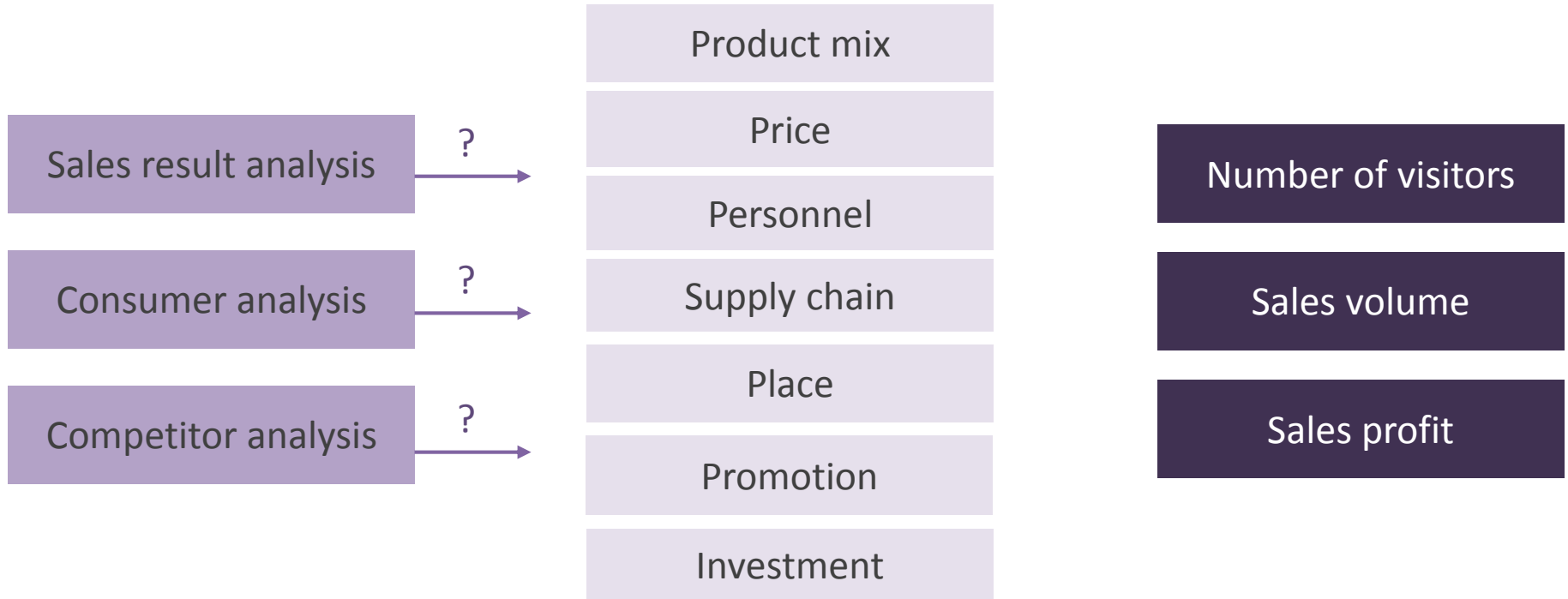
Personnel efficiency

Quality of service

Financial report tab of the store

Financial data

Variety of reports



Identify the connections and impact on sales results



Virtonomics Business Challenge

Online Competition in Management Simulation

Sales Manager
Module 4

WAS YOUR COURSE OF ACTIONS SUCCESSFUL?

WAS IT PROFITABLE? YES => WHY? NO => WHY?

WHAT CAN BE DONE TO IMPROVE THE PERFORMANCE?

Revenues

-

Expenses

=

Profit / Loss

Sales = Revenues

Proper marketing mix will ensure interest of consumers, and thus sales

Manage your expenses

While testing various ideas, you need to go as lean as possible

Profits

In order to develop your business, your activities have to be profitable



Keep an eye

Review the achieved results and keep a close eye on the changes in the market

Make decisions

Gather information, analyze it and make data based decisions

Manage the processes

As your business grows there is a constant need for optimization

Experiment

Don't be afraid to try new things and experiment



Macroeconomic data

New market analysis

New strategy



Open a new store in a different region or country

Identify a potential city for a store of 10 000 sq. m. or larger

Current strategy

Product mix

Price

Personnel

Supply chain

Place

Promotion

Investment



New strategy

Product mix

Price

Personnel

Supply chain

Place

Promotion

Investment

Macro data analysis

New market analysis

Define new strategy as you enter a different market



Virtonomics Business Challenge

Online Competition in Management Simulation

Sales Manager
Module 5

WAS YOUR COURSE OF ACTIONS SUCCESSFUL?

WAS IT PROFITABLE? YES => WHY? NO => WHY?

WHAT CAN BE DONE TO IMPROVE THE PERFORMANCE?

Revenues

-

Expenses

=

Profit / Loss

Sales = Revenues

Proper marketing mix will ensure interest of consumers, and thus sales

Manage your expenses

While testing various ideas, you need to go as lean as possible

Profits

In order to develop your business, your activities have to be profitable



Keep an eye

Review the achieved results and keep a close eye on the changes in the market

Make decisions

Gather information, analyze it and make data based decisions

Manage the processes

As your business grows there is a constant need for optimization

Experiment

Don't be afraid to try new things and experiment

Sales result analysis

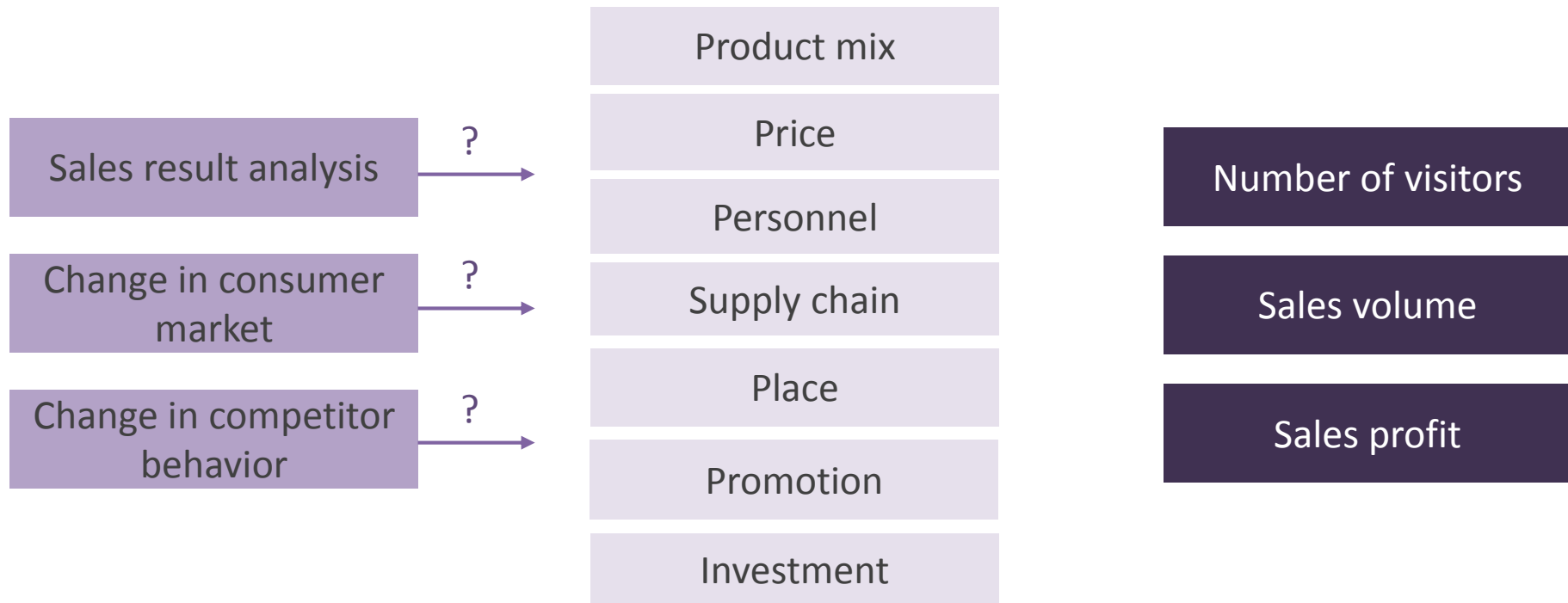
Change in consumer
market

Change in competitor
behavior



Develop the business in order reach maximum size of the store

Review and optimize your managerial decisions to maintain profitability and increase your market share



Optimize and improve your sales management in dynamic market



Virtonomics Business Challenge

Online Competition in Management Simulation

Sales Manager
Module 6

WAS YOUR COURSE OF ACTIONS SUCCESSFUL?

WAS IT PROFITABLE? YES => WHY? NO => WHY?

WHAT CAN BE DONE TO IMPROVE THE PERFORMANCE?

Revenues

-

Expenses

=

Profit / Loss

Sales = Revenues

Proper marketing mix will ensure interest of consumers, and thus sales

Manage your expenses

While testing various ideas, you need to go as lean as possible

Profits

In order to develop your business, your activities have to be profitable



Keep an eye

Review the achieved results and keep a close eye on the changes in the market

Make decisions

Gather information, analyze it and make data based decisions

Manage the processes

As your business grows there is a constant need for optimization

Experiment

Don't be afraid to try new things and experiment



Analyze data

Make decisions

Apply different
strategies



Expand your international retail network

Fight over market share and maintain profitability of the business



Analyze data

Make decisions

Apply different
strategies

Product mix

Price

Personnel

Supply chain

Place

Promotion

Investment

Number of visitors

Sales volume

Sales profit

Optimize and improve your sales management