

The scenario *Chocolate*

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2. The Scenario	
<p>Within the game, players establish and run a virtual company that operates in the chocolate market. The game takes place on 4 markets (Bern, Vienna, Bucharest, Warsaw). The aim of the game is to establish and to run a global company producing and selling chocolates the best tailored to clients needs in the best possible way to win with the competitors. Companies have to make decisions in following areas:</p> <ul style="list-style-type: none"> - Establishing a company – name, rules within the team, aims of the company, strategy of running a business - Production – brands of chocolate tailored to selected clients’ groups, production capacity and production limits, - Selling channels – establishment and development of sales offices - Price strategy - level of prices for each brand and for each location of selling, - Promotion strategy – strategy of advertisement for a company and/ or each brand - Human resource strategy – hiring production and sale staff, wages and additional benefit <p>Virtual companies deliver the chocolate to 4 different target groups with different expectations and needs concerning both price and quality.</p> <p>The game has 10 decision rounds. After each decision round players get feedback on the results of their virtual company. These results depend on two factors:</p> <ul style="list-style-type: none"> – Quality of virtual company’s strategy – the level to which products, prices and promotion meet costumers needs, – Quality of competitor strategies – how well competitors meet clients’ needs. 	
3. The Company	
<p>Each of virtual companies has to design, produce and sell chocolates on global market. Companies have to create their own brands of chocolate from available ingredients. Each company starts with the same amount of money (starting balance). After each round, companies differ from each other both strategy and receiving results.</p>	
4. The Product	
<p>Chocolate is the product offered by companies during the game. Each company design its own brands of chocolate which can differ the price and quality. During chocolate designing process</p>	

players determine the value of product attributes which can be of different importance for customer groups.

Products should answer customers' preferences which consist of 3 main attributes:

- the eco index – natural vs chemical ingredients, the quality of used cacao. The more of “eco attribute” in a given brand of chocolate, the more natural product is,
- the ing index – ingredients used in chocolate production. The higher value of “ing attribute” is in a given brand of chocolate, the more unusual or interesting flavor is.
- the pck index – packaging of the chocolate bar, the size, type, colours and graphics of packaging. The higher value of “pck attribute” is in a given chocolate brand, the more interesting and attractive it looks on the shop shelf.

5. Customers

All chocolate customers can be divided into 4 different target groups which differ in their preferences of quality and taste of chocolate as well as the acceptable price level. There are following target groups:

- Sweeters,
- Normals,
- Foodcarers,
- Tasters.

Group name 1	Sweeters					
Description	Sweeters eat a lot of sweets, but at low quality. The most important is the lowest price of chocolates. They eat a lot of chocolates every day.					
Preferences		Very low	Low	Medium	High	Very high
	Eco			x		
	Tech		x			
	Value	x				
	Price					x
Group name 2	Normals					
Description	Normals is a group of clients for whom both the quality of chocolates and price should be at reasonable levels.					
Preferences		Very low	Low	Medium	High	Very high
	Eco			x		
	Tech		x			
	Value		x			
	Price			x		
Group name 3	Foodcarers					
Description	People for whom the quality of food, including chocolates, is extremely important. They pay a lot of attention to food and they are willing to					

	pay higher price. Vegetarians are the example of this group' participants.					
Preferences		Very low	Low	Medium	High	Very high
	Eco					x
	Tech		x			
	Value				x	
	Price		x			
Group name 4	Tasters					
Description	They love to eat, not much but at high quality, not only sweets, but food at general. They are able to pay very high price but they want extremely special chocolates.					
Preferences		Very low	Low	Medium	High	Very high
	Eco					x
	Tech					x
	Value					x
	Price	x				
6. Market(s)						
Description	Players establish the production line in Warsaw (option incorporated in the game scenario) but they can sell their production on 4 local markets: in Vienna, Bern, Bucharest and Warsaw. These local markets have different structure of target groups and acceptable price level. Running sales offices in each of these locations at the same time leads to different cost levels both of maintaining the sales space and hiring employees.					
Market name 1	Vienna					
Localization	Austria					
Market shares	Group name		Market share (%)			
	Sweets		20			
	Normals		30			
	Foodcarers		30			
	Tasters		20			
Market name 2	Bucharest					
Localization	Romania					



Market shares	Group name	Market share (%)
	Sweeters	50
	Normals	35
	Foodcarers	10
	Tasters	5
Market name 3	Warsaw	
Localization	Poland	
Market shares	Group name	Market share (%)
	Sweeters	30
	Normals	35
	Foodcarers	20
	Tasters	15
Market name 4	Bern	
Localization	Switzerland	
Market shares	Group name	Market share (%)
	Sweeters	15
	Normals	30
	Foodcarers	35
	Tasters	20
7. Gaming		
Suggested duration	10 rounds	
Suggested number of teams	5	
Suggested max numbers of players in each team	5	