

SCENARIOS' PARAMETERS

(some parameters are changed)

Parameter name	Value
Scenario name	Chocolate manufacturer
Product attribute 1	Ecology
Product attribute 2	Ingredients
Product attribute 3	Package
Currency	PLN
Rounds	10
Teams	5
Players	5
Initial money	3000000
Max loan	1500000
Initial max attribute 1	10
Initial max attribute 2	10
Initial max attribute 3	10
Headquarters	Warsaw
Production capacity	
Capacity small	500000
Capacity medium	1500000
Capacity large	4000000
Workers small	75
Workers medium	200
Workers large	500
Production effectiveness	10000
Sales capacity	
Capacity small	100000
Capacity medium	250000
Capacity large	500000
Sales small	25
Sales medium	60
Sales large	120
Sales effectiveness	5000
Development costs	



New product base cost	15000
Product dev. base cost	10000
Attribute 1 point cost	1000
Attribute 2 point cost	1500
Attribute 3 point cost	2000
Small line setup cost	400000
Medium line setup cost	750000
Large line setup cost	1000000
Small to medium line dev. cost	200000
Medium to large line dev. cost	150000
Small to large line dev. cost	450000
Line attribute 1 point cost	3000
Line attribute 2 point cost	5000
Areas / Markets	
Warsaw	
Initial customer demand	3000000
Basic warehousing costs	0,15
Basic upkeep costs	900
Small Sales Office Setup Costs	108000
Medium Sales Office Setup Costs	378000
Large Sales Office Setup Costs	756000
Small to Medium Development Costs	162000
Medium to Large Development Costs	226800
Small to Large Development Costs	388800
Average salary	2000
Bucharest	
Initial customer demand	3000000
Basic warehousing costs	0,1
Basic upkeep costs	600
Small Sales Office Setup Costs	81000
Medium Sales Office Setup Costs	283000
Large Sales Office Setup Costs	567000
Small to Medium Development Costs	121500
Medium to Large Development Costs	170100
Small to Large Development Costs	291600
Average salary	1500
Vienna	
Initial customer demand	1500000
Basic warehousing costs	0,2

Basic upkeep costs	2500
Small Sales Office Setup Costs	154000
Medium Sales Office Setup Costs	550000
Large Sales Office Setup Costs	940000
Small to Medium Development Costs	200000
Medium to Large Development Costs	230000
Small to Large Development Costs	666000
Average salary	4300
Bern	
Initial customer demand	1500000
Basic warehousing costs	0,18
Basic upkeep costs	2000
Small Sales Office Setup Costs	138000
Medium Sales Office Setup Costs	500000
Large Sales Office Setup Costs	870000
Small to Medium Development Costs	300000
Medium to Large Development Costs	240000
Small to Large Development Costs	650000
Average salary	4500
Transfer cost	
Warsaw to Bucharest	0,26
Warsaw to Vienna	0,15
Warsaw to Bern	0,31
Bucharest to Vienna	0,23
Bucharest to Bern	0,4
Vienna to Bern	0,18
Consumer groups	
Warsaw, Normals	0,3
Warsaw, Foodcareres	0,2
Warsaw, Tasters	0,15
Warsaw, Sweeters	0,35
Bucharest, Normals	0,35
Bucharest, Foodcareres	0,1
Bucharest, Tasters	0,05
Bucharest, Sweeters	0,5
Vienna, Normals	0,3
Vienna, Foodcareres	0,3
Vienna, Tasters	0,2
Vienna, Sweeters	0,2



Bern, Normals	0,3
Bern, Foodcareres	0,35
Bern, Tasters	0,2
Bern, Sweeters	0,15
Consumer group preferences	
Group name:	Foodcareres
Product attribute 1 (minimum)	1
Product attribute 1 (preferred)	1
Product attribute 2 (minimum)	1
Product attribute 2 (preferred)	1
Product attribute3 (minimum)	1
Product attribute 3 (preferred)	1
Price (preferred)	1
Price (maximal)	1
Marketing (minimum)	1
Marketing (preferred)	1
Group name:	Normals
Product attribute 1 (minimum)	1
Product attribute 1 (preferred)	1
Product attribute 2 (minimum)	1
Product attribute 2 (preferred)	1
Product attribute3 (minimum)	1
Product attribute 3 (preferred)	1
Price (preferred)	1
Price (maximal)	1
Marketing (minimum)	1
Marketing (preferred)	3
Group name:	Sweeters
Product attribute 1 (minimum)	1
Product attribute 1 (preferred)	1
Product attribute 2 (minimum)	1
Product attribute 2 (preferred)	1
Product attribute3 (minimum)	1
Product attribute 3 (preferred)	1
Price (preferred)	1
Price (maximal)	1
Marketing (minimum)	1
Marketing (preferred)	1
Group name:	Tasters



Product attribute 1 (minimum)	1
Product attribute 1 (preferred)	1
Product attribute 2 (minimum)	1
Product attribute 2 (preferred)	1
Product attribute3 (minimum)	1
Product attribute 3 (preferred)	1
Price (preferred)	1
Price (maximal)	1
Marketing (minimum)	1
Marketing (preferred)	1
Ad channels	
Ad. name	TV
Cost per ad	10000
Cancel cost	1000
Group	Normals
Influence	1
Duration	1
Group	Foodcareres
Influence	1
Duration	1
Group	Tasters
Influence	1
Duration	1
Group	Sweeters
Influence	1
Duration	1
Ad. name	Newspaper
Cost per ad	8000
Cancel cost	850
Group	Normals
Influence	1
Duration	1
Group	Foodcareres
Influence	1
Duration	1
Group	Tasters
Influence	1
Duration	1
Group	Sweeters



Influence	1
Duration	1
Ad. name	Radio
Cost per ad	4000
Cancel cost	500
Group	Normals
Influence	1
Duration	1
Group	Foodcareres
Influence	1
Duration	1
Group	Tasters
Influence	1
Duration	1
Group	Sweeters
Influence	1
Duration	1
Global ads	
Ad. name	Website
Initial cost	20000
Cost per turn	3000
Is active	FALSE
Group	Normals
Influence	1
Group	Foodcareres
Influence	1
Group	Tasters
Influence	1
Group	Sweeters
Influence	1
Ad. name	Football club
Initial cost	15000
Cost per turn	1500
Is active	FALSE
Group	Normals
Influence	1
Group	Foodcareres
Influence	1
Group	Tasters



Influence	1
Group	Sweeters
Influence	1
Benefits	
Benefit name	Multisport card
Productivity increase	1
Cost	150
Benefit name	Hot meals for lunch
Productivity increase	1
Cost	140
Benefit name	Sandwich bar
Productivity increase	1
Cost	100
Trainings	
Training name	Kaizen Quality training
Productivity increase	1
Cost	2500
Cancel cost	200
Training name	Soft skill training
Productivity increase	1
Cost	1000
Cancel cost	150
Training name	Training session by Swiss chocolate masters
Productivity increase	1
Cost	8000
Cancel cost	200
Training name	Gastronomy Masters LTD
Productivity increase	1
Cost	2000
Cancel cost	100
Training name	Sales competences
Productivity increase	1
Cost	3000
Cancel cost	300
Suppliers	
Supplier name	Argentinan Cacao Cartel
Eco cost	0,3
Ing cost	0,05
Pck cost	0,05

Supplier name	Brasil Industries
Eco cost	0,15
Ing cost	0,15
Pck cost	0,15
Supplier name	Carribean LTD
Eco cost	0,1
Ing cost	0,25
Pck cost	0,1
Supplier name	Peruvian Cacao Mafia
Eco cost	0,15
Ing cost	0,05
Pck cost	0,25
Products	
	no products
Production lines	
Production line name	Main Line
Size	Small
Eco	2
Ing	2
Employment	0
Salary	0
Benefits	no benefits
Sales offices	
	no sales offices
Events	
Type	supplier's gone
Description	The swift and relentless counter-terrorism action made by Peruvian government destroyed entire organisation of Peruvian Cacao Mafia. In the after match of this operation, Peru is destabilised, as many people has lost their work place in mafia, and the Company's HQ decided to withdraw from Peru in order to avoid unpleasant consequences.
Supplier	Peruvian Cacao Mafia
Engaged after turn	4