WHIPPED BEER

Business Strategy Simulations
Do It . Learn It .

LearnBiz

The "Whipped Beer" game simulates a supply chain wherein participants compete individually and also in teams!

Each component in the supply chain has unlimited storage capacity and there is a fixed supply lead time and order delay time between each component.

Also, each component has its own:
- selling price
- cost price
- inventory holding cost
- back-order cost.

FACTORY

↓

REGION MANAGER

↓

CITY MANAGER

↓

RESTAURANT

LEARNBIZ

HIGHLY CUSTOMIZABLE

•The number of components in the supply chain can be reduced from 4 to 3 by removing the City Manager

• The vacant places are filled by computer players.

• Information sharing can also be allowed

• selling price, cost price, inventory holding cost, back-order cost, supply lead time and order delay time can all be set at the time of creation of the simulation.

•The demand from Customer at the Restaurant is also customizable and is available with the Instructor.

•Also, number of weeks (Rounds) to be played can also be set.

LEARNBIZ

DEFAULT VALUES

Parameter	Factory	Region Manager	City Manager	Restaurant
Name of Downstream Customer	Region Manager	City Manager	Restaurant	People
Time to Receive Order Placed by Downstream Customer (in days)	0	0	0	NA
Name of Upstream Supplier	Machines	Factory	Region Manager	City Manager
Time to Receive Order Delivery from Upstream Supplier (in days)	1	2	2	1
Purchase Cost (in $)	10	15	20	25
Selling Price (in $)	15	20	25	40
Inventory Holding Charge (in $)	4	3	2	1
Unfilled Order Charge (in $)	1	2	3	4
Unfilled Order Remains	Yes	Yes	Yes	No
Order Constraint (in units)	50	100	100	50
Starting Inventory Level	6	8	12	24

Admin Panel

	Factory	Region Manager	City Manager	Restaurant
Name of Downstream Customer	Region Manager	City Manager	Restaurant	People
Time to Receive Order from Downstream Customer	0	0	0	NA
Name of Upstream Supplier	Factory Machines	Factory	Region Manager	City Manager
Time to Receive Delivery From Upstream Supplier	1	2	2	1
Purchase Cost (in $)	10	15	20	25
Selling Price (in $)	15	20	25	40
Inventory Holding Charge (in $)	4	3	2	1
Unfilled Order Charge (in $)	1	2	3	4
Unfilled Order Remains	Yes	Yes	Yes	No
Order Constraint (in units)	50	100	100	50
Starting Inventory Level	6	8	12	24

Customer Order Generation at Restaurant

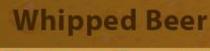| Round Number [Start]	Round Number [End]	Lower Limit [Quantity]	Upper Limit [Quantity]
1	13	6	10
14	26	11	20
27	39	21	35
40	46	31	50
47	52	11	20

The goal of the Restaurant, City Manager, Region Manager and Factory, is to **minimize total cost, individually & for the system.**

Each week is one round. : 1 minute

Every round :

• each component in the supply chain tries to meet the demand of the downstream component
• each component in the supply chain is charged a certain cost per item of unfulfilled demand
• each component is charged a certain inventory holding cost per item with it.
• Downstream components need to decide number of units to order and factory has to decide number of units to produce

LearnBiz

Whipped Beer

Manual Demo Video Short Notes

- About
- Dashboard
- Graph - Me v/s Time
- Graph - Teams v/s Time
- Leaderboard - Intra-Team
- Leaderboard - Inter-Team
- Play Against Computer

Current Week : 4   **Remaining Time : 21**

Order Placed	Restaurant	Order Received
5 Go		8

Inventory

0

Material Received		Material Sent
0		7

Whipped Beer

Graph - Me v/s Time - Tournament

- About
- Dashboard
- Graph - Me v/s Time
- Graph - Teams v/s Time
- Leaderboard - Intra-Team
- Leaderboard - Inter-Team
- Play Against Computer

Current Week : 3   **Remaining Time :** 6

Legend: Sales · Material Cost · Inventory Holding Cost · Unfilled Cost · Profit

Whipped Beer

Graph - Team v/s Time - Tournament

Current Week : 5   **Remaining Time :** 53

- About
- Dashboard
- Graph - Me v/s Time
- Graph - Teams v/s Time
- Leaderboard - Intra-Team
- Leaderboard - Inter-Team
- Play Against Computer

Team : T1

◆ Sales   ◆ Material Cost   ◆ Inventory Holding Cost   ◆ Unfilled Cost   ◆ Profit

Whipped Beer

About

New Game

Dashboard

Graph - Me v/s Time

Graph - Teams v/s Time

Graph - Members v/s Time

Leaderboard - Intra-Team

How It Went

Play in Multiplayer Tournament!

Graph - Members v/s Time

Game Over!

Graph Option : Inventory Level ▾

Inventory Level
Order Placed

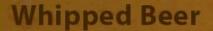Legend: Restaurant · City Manager · Region Manager · Factory

Whipped Beer

Manual Demo Video Short Notes

Leaderboard - Intra-Team

Game Over!

Rank	User Name	Cumulative Profit
1	Restaurant	1189
2	City Manager	242
3	Region Manager	82
4	Factory	8

About

New Game

Dashboard

Graph - Me v/s Time

Graph - Team v/s Time

Graph - Members v/s Time

Leaderboard - Intra-Team

How It Went

Whipped Beer

Leaderboard - Inter-Team - Tournament

About

Dashboard

Graph - Me v/s Time

Graph - Teams v/s Time

Leaderboard - Intra-Team

Leaderboard - Inter-Team

Play Against Computer

Current Week : 5   **Remaining Time :** 32

Rank	Team Name	Cumulative Profit
1	T1	565

Manual Demo Video Short Notes

About

New Game

Dashboard

Graph - Me v/s Time

Graph - Team v/s Time

Graph - Members v/s Time

Leaderboard - Intra-Team

How It Went

Play in Multiplayer Tournament!

Restaurant

Round Number	Order Recd	Material Sent	Order Placed	Material Recd	Inventory / Backorder
0	0	0	0	0	24
1	10	10	10	0	14
2	7	7	0	10	17
3	10	10	0	0	7
4	8	7	0	0	0
5	7	0	20	0	0
6	7	7	0	10	3
7	6	3	0	0	0
8	6	2	0	2	0

City Manager

Round Number	Order Recd	Material Sent	Order Placed	Material Recd	Inventory / Backorder
0	0	0	0	0	12
1	10	10	0	0	2
2	0	0	10	0	2
3	0	0	0	0	2

SHORT NOTES

Adobe Acrobat
Document