

# OPERATIONALE



**Business Strategy Simulations**  
**Do It . Learn It .**

“Operationale” is an interactive on-line simulation game that requires you to:

forecast demand

setup factories

Introduce : new production techniques, training, TQM and newer version of products.

- The firms in the game are provided with information about various cities.
- Information provides product historical demand, cost structures, inflation expectations and transportation costs between cities.
- The firms take decisions of factory capacities, product distribution and other investment decisions such as introducing new production techniques, training, TQM and newer version of products.
- The firms are measured on Cumulative Profit they accrue over the duration of the game.

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**Demand**

Fixed Cost

Variable Cost

Inflation

Transportation

Number of Competitors : 1

City	Last Year -4	Last Year -3	Last Year -2	Last Year -1	Last Year
Tiruppur	1105	1210	1319	1451	1559
Ahmedabad	2110	2205	2293	2408	2568
Mumbai	2150	2290	2427	2597	2769
Chennai	1105	1210	1319	1451	1570
Jalandhar	657	713	770	839	904
Kolkata	1736	1866	1997	2156	2306
Lucknow	1561	1725	1897	2106	2275
Delhi	2250	2509	2785	3119	3357

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Demand	Fixed Cost	Variable Cost	Inflation	Transportation
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City	0 to 3000 m	3001 to 6000 m	6001 to 9000 m	9001 to 12000 m	12001+ m	License Fees (in '000s)
Tiruppur	500	460	420	390	360	60000
Ahmedabad	600	540	500	470	450	60000
Mumbai	800	740	700	660	640	60000
Chennai	700	660	600	550	530	60000
Jalandhar	600	520	470	420	410	60000
Kolkata	550	500	450	420	410	60000
Lucknow	600	520	480	440	420	60000
Delhi	750	720	680	650	630	60000



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City	Cotton Consumption	Cotton Cost	Power Consumption	Power Cost	Labour Hours	Labour Hourly Rate
Tiruppur	1.20	110	50	4.40	10	165.00
Ahmedabad	1.20	123	55	8.96	14	123.20
Mumbai	1.20	120	50	11.40	8	182.40
Chennai	1.20	132	60	7.20	10	168.00
Jalandhar	1.30	132	55	8.40	15	156.00
Kolkata	1.25	124	50	5.90	13	129.80
Lucknow	1.30	126	55	7.08	14	153.40
Delhi	1.40	122	60	7.02	14	140.40

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City	Annual Inflation Rate
Tiruppur	10.00
Ahmedabad	12.00
Mumbai	14.00
Chennai	20.00
Jalandhar	20.00
Kolkata	18.00
Lucknow	18.00
Delhi	17.00



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Source\Destination	Tiruppur	Ahmedabad	Mumbai	Chennai	Jalandhar	Kolkata	Lucknow	Delhi
Tiruppur	0	30	25	15	60	70	65	55
Ahmedabad	30	0	10	25	25	45	40	40
Mumbai	25	10	0	35	40	50	45	45
Chennai	15	25	35	0	65	70	60	65
Jalandhar	60	25	40	65	0	65	60	10
Kolkata	70	45	50	70	65	0	20	55
Lucknow	65	40	45	60	60	20	0	45
Delhi	55	40	45	65	10	55	45	0

Spending Insight provides you about cost-benefit aspect of various investment decisions.

  
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## Spending Insight - Tournament

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Technology

New Product

TQM

Training

Technology Investment as Percentage of Operating Cost	Percentage benefit in form of reduction in Operating Cost in Year X	Percentage benefit in form of reduction in Operating Cost in Year X+1	Percentage benefit in form of reduction in Operating Cost in Year X+2
1.00	0.10	1.00	5.00
2.00	0.20	2.00	6.00
3.00	0.30	3.00	7.00
4.00	0.40	4.00	8.00
5.00	0.50	5.00	9.00
6.00	0.60	6.00	10.00
7.00	0.70	7.00	11.00
8.00	0.80	8.00	12.00
9.00	0.90	9.00	13.00
10.00	1.00	10.00	14.00



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Macro Data

	Base Value	Previous Year	Current Year
IIP	100	101	102
WPI	100	101	102

Factories

City Name	Start Capacity	Capacity Addition	Operating Capacity	Production Units for Sale	Units Transferred	Net Remaining Units	Last Year Sales Status
Tiruppur	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Ahmedabad	2000	<input type="text" value="0"/>	2000	2000	2000	0	Stockout
Mumbai	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Chennai	4000	<input type="text" value="0"/>	4000	4000	4000	0	Stockout
Jalandhar	0	<input type="text" value="0"/>	0	0	0	0	Inventory Liquidation
Kolkata	0	<input type="text" value="0"/>	0	0	0	0	Stockout
Lucknow	1000	<input type="text" value="0"/>	1000	1000	1000	0	Stockout
Delhi	0	<input type="text" value="0"/>	0	0	0	0	Stockout

Transportation								
Source\Destination	Tiruppur	Ahmedabad	Mumbai	Chennai	Jalandhar	Kolkata	Lucknow	Delhi
Tiruppur	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Ahmedabad	<input type="text" value="0"/>	<input type="text" value="1000"/>	<input type="text" value="1000"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Mumbai	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Chennai	<input type="text" value="1000"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="1000"/>	<input type="text" value="1000"/>	<input type="text" value="1000"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Jalandhar	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Kolkata	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>
Lucknow	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="500"/>	<input type="text" value="500"/>
Delhi	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="0"/>

### Investment Decisions

Technology Investment (per m)	<input type="text" value="1"/>
New Product Investment (per m)	<input type="text" value="2"/>
TQM (per m)	<input type="text" value="3"/>
Training (per m)	<input type="text" value="01"/>
Take Insurance	<input checked="" type="checkbox"/>

# Operationale



## P & L Statement - Tournament



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Select Player : **Kirtana** Select Year : **Year 1**

### P & L Statement (in '000s)

Revenues	17,433
Costs	14,803
Insurance Charge	0
Exceptional Gain	0
Exceptional Loss	0
Profit	2,630

# Operational



## Graphs - Tournament

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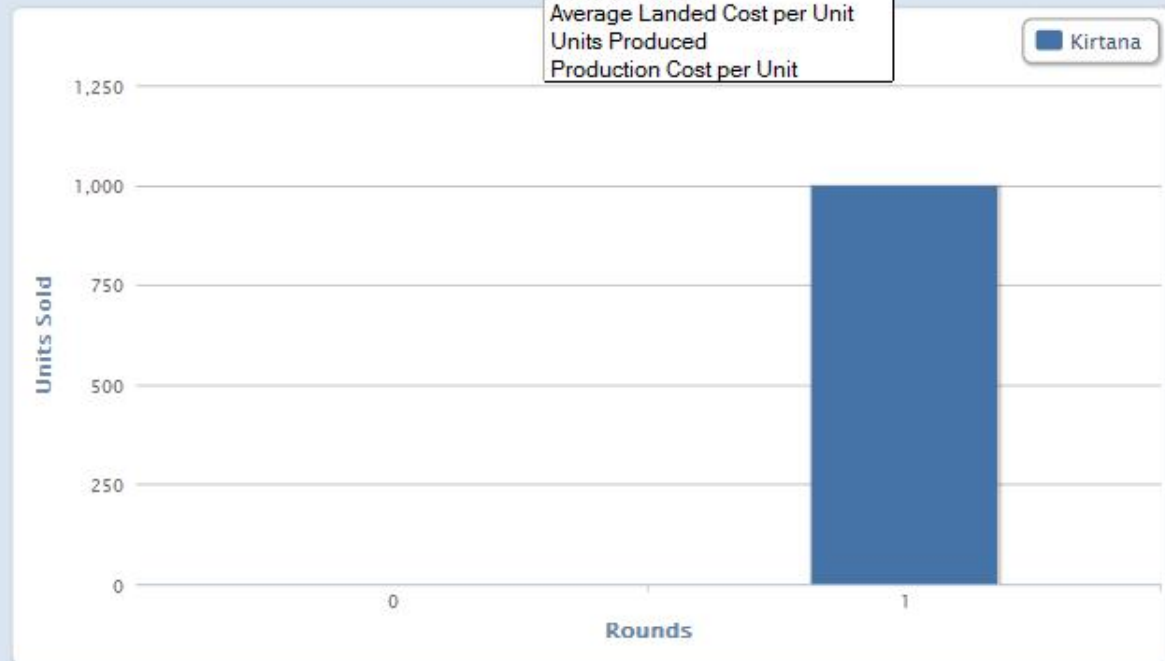
### Graph Options

City : Tiruppur

Parameter : Units Sold

Go

- Units Sold
- Units Supplied
- Average Landed Cost per Unit
- Units Produced
- Production Cost per Unit



# Operational



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## Standings - Tournament

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### Standings at the end of Round 1

Group ID	Rank	Username	Cumulative Profits
1	1	Kirtana	2630

# SHORT NOTES



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