

DESCRIPTION & LEARNING OBJECTIVES

“Operationale” is an interactive on-line simulation game that requires you to forecast demand, setup factories and compete in the marketplace while introducing new production techniques, training, TQM and newer version of products. Throughout the simulation, you will be required to take strategic decisions. You will have to decide whether you should setup a large central production facility or follow a decentralized setup. And which activities should be implemented for a better bottom-line.

The mechanics of playing the game are very simple. 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.

The page requires your decisions of factory capacities, material transportation and other investment decisions such as introducing new production techniques, training, TQM and newer version of products.

- Selling Price is assumed to be same for every company.
- The competition for market share will be based on landed cost of the material at every location.

DESCRIPTION OF GAME SCREENS

The screen description is intended to give you a preview of what's in store for you in the game. It is critical to clearly understand the screens here although there is no replacement of in-game practice.

Information

The Information page provides product historical demand, cost structures, inflation expectations and transportation costs between cities.



- The demand provided is overall market demand. It is provided in meters.
- The term “m” in fixed cost column is short for meters. The value of various fixed cost is provided in unit Rs per meter. The calculation of overall fixed cost follows slab-system and not step-system.
- The duration of license cost is 30 years.
- Transportation cost is provided per meter.

Spending Insight

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

Spending Insight - Tournament

Manual Demo Video Short Notes

Technology New Product TQM Training

New Product Investment as Percentage of Operating Cost	Percentage benefit in form of Price Premium in Year X	Percentage benefit in form of Price Premium in Year X+1	Percentage benefit in form of Price Premium in Year X+2
1.00	0.03	0.30	3.00
2.00	0.06	0.60	6.00
3.00	0.09	0.90	9.00
4.00	0.15	1.50	12.00
5.00	0.21	2.10	15.00
6.00	0.27	2.70	18.00
7.00	0.30	3.00	21.00
8.00	0.42	4.20	24.00
9.00	0.54	5.40	27.00

- The page appears after Round 1.

P & L Statement

The P & L Statement helps you in analyzing operating performance of any participant over any round.

Operationale

P & L Statement - Tournament

Select Player : **aakash** Select Year : **Year 1**

P & L Statement (in '000s)	
Revenues	2
Costs	0
Insurance Charge	0
Exceptional Gain	0
Exceptional Loss	0
Profit	0

- The page appears after Round 1.

Standings

The Standings page will display all the participants in descending order of cumulative profit.

The screenshot shows the 'Operational Planning' simulation interface. The main title is 'Operational Planning'. Below it, there are links for 'Manual', 'Demo Video', and 'Short Notes'. The page is titled 'Standings - Tournament'. On the left, there is a sidebar with buttons for 'About', 'Information', 'Spending Insight', 'Decisions', 'P & L Statement', 'Graphs', 'Standings', and 'Play Against Computer'. The main content area shows 'Standings at the end of Round 1' with a table:

Group ID	Rank	Username	Cumulative Profits
1	1	ashish	0

- The page appears after Round 1.