



Area

Large consumption
(Dairy products)

Level

4

Topics

Business strategy

Product marketing

Operation
management

Economic-financial
management

Modality

Competitive

Time

Between 16 and 32
hours

FoodCompany reproduces the competitive scenario of various companies in the dairy sector of large consumption, which must compete with each other.

The simulator has as its central axis of content the area of marketing or marketing, but additionally integrates the fields of operations and finance. In this way, the different teams can consolidate their knowledge with a global vision of the company.

Companies produce and market three product lines:

- Milk
- Fresh cheese
- Yogurt

The simulator considers 3 demand segments (Children / Youth, Adults and Healthy) and 3 marketing channels (Traditional Store, Large Distribution and Hospitality / Institutional).

Different companies have levers to develop different business strategies:

- Volume - Price
- Quality - Margin

However, the market's sensitivity to price and quality are very different depending on the product. Decisions must be made having evaluated the different options.



Participants must make decisions related to:

Production

Expansion of production capacity, units to be produced per product and percentage of plant maintenance expenditure.

Brand

Prioritization of demand and spending segments in brand promotion.

Prices

Prices per product.

Products

Wide range, quality of raw material, packaging and improvement of product quality.

Comercialization

Promotion of the product at point of sale, discount for product and point of sale, and logistics modality.

Financing

Long and short term loan, and collection-payment term to customers and suppliers.