

Area

Personal accessories

Level

2

Topics

Basic concepts of business management

Modality

Non-Competitive

Time

Between 6 and 12 hours



SunnyDay has been designed thinking of students with elementary knowledge about business management and who want to know some basic concepts and tools of the business world.

SunnyDay has been manufacturing and selling glasses in the latest fashion for two years. The market has received the new designs very well, so now a bigger goal is posed: **we want to grow and be the market leader!**

The Competition

We recently learned that the well-known athlete Astro had also launched a new brand of sunglasses, **Astronomic**.

This has greatly changed the market landscape!

We cannot let Astronomic get ahead of our movements, so we will have to be quick and take advantage of the fact that we have a year of advantage.

Linking with reality

To facilitate the incorporation of participants to the simulation exercise, the pedagogical methodology must incorporate various complementary activities link the management of SunnyDay companies with the reality of the sector.



Training

The simulator has a training area of great value for the consolidation of knowledge. Various exercises allow you to evaluate the impact of decision making in three different scenarios.

Participants must make decisions related to:

Brand

Budget in promotion.

Price

Price per product.

Commercialization

Promotion of the product at point of sale and discount by marketing channel.

Product

Improvement of product quality and raw material quality.

Production

Expansion of production capacity. Units to produce per product.