

THE GAME IN SUMMARY

PLAY4GUIDANCE BUSINESS GAME

PLAYER'S GUIDE

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THE GAME IN SUMMARY

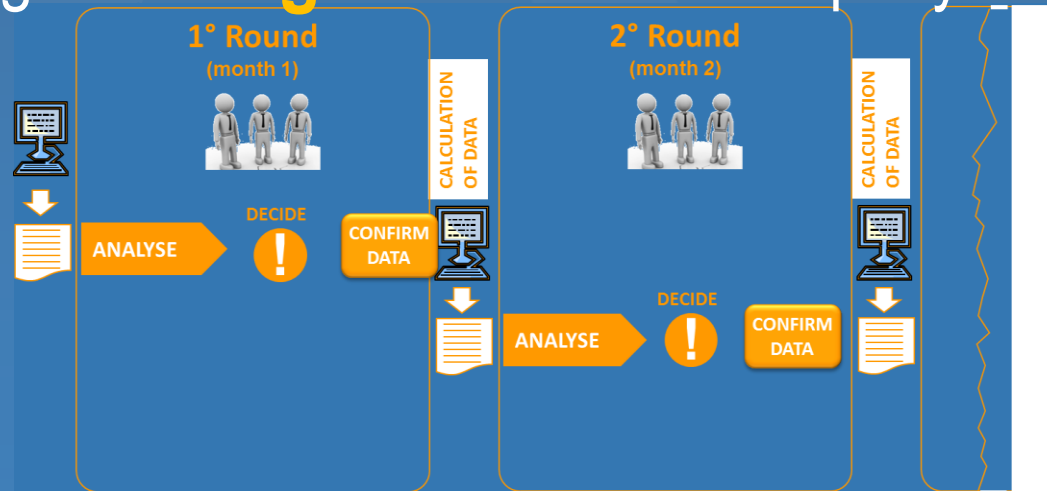
Business Game **“Play 4 Guidance”** - A simulation **game** between teams.

- ✓ Each team has the task of **managing** a strategic point of view their own business
- ✓ The game simulates a market of **manufacturing companies**, which operate by **transforming raw materials** into finished products
- ✓ **Compete** with the other in a market
- ✓ The **aim** is to maximize the value of the company



THE GAME IN SUMMARY

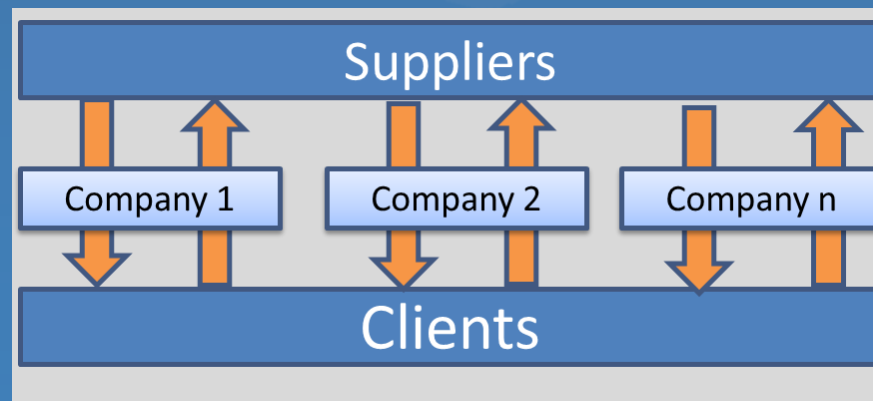
- ✓ Game: Divided into **rounds**, each round simulating a **month** of activities
- ✓ Each team **analyzes** current situation, specified by a set of "status" **variables** & **makes decisions** on the operational and strategic **management** of the company



GENERAL CHARACTERISTICS OF THE MARKET

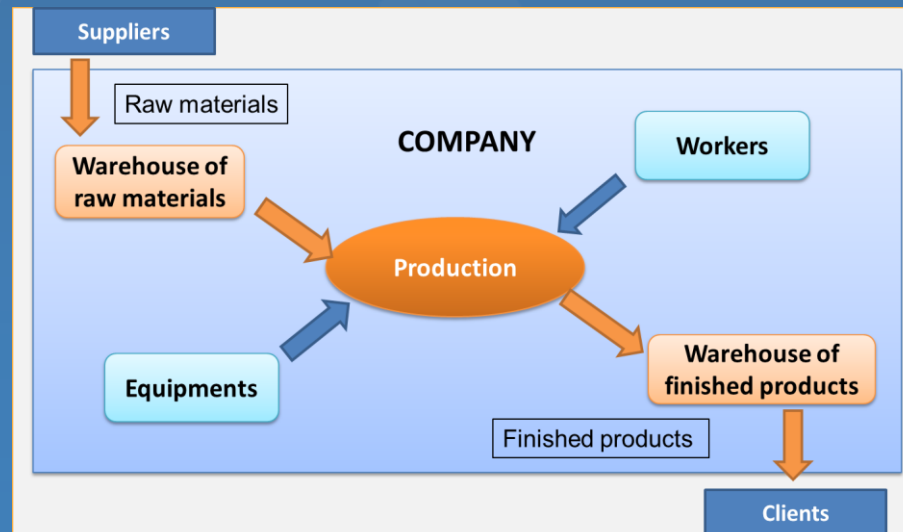
Various **hypotheses** of simplification:

- ✓ One type of **raw material** – one type of **finished product**
- ✓ **Upstream** market of suppliers – 2 suppliers (local & supplier abroad)
- ✓ **Downstream** market of customers – 2 sales channels (stores & hypermarkets)



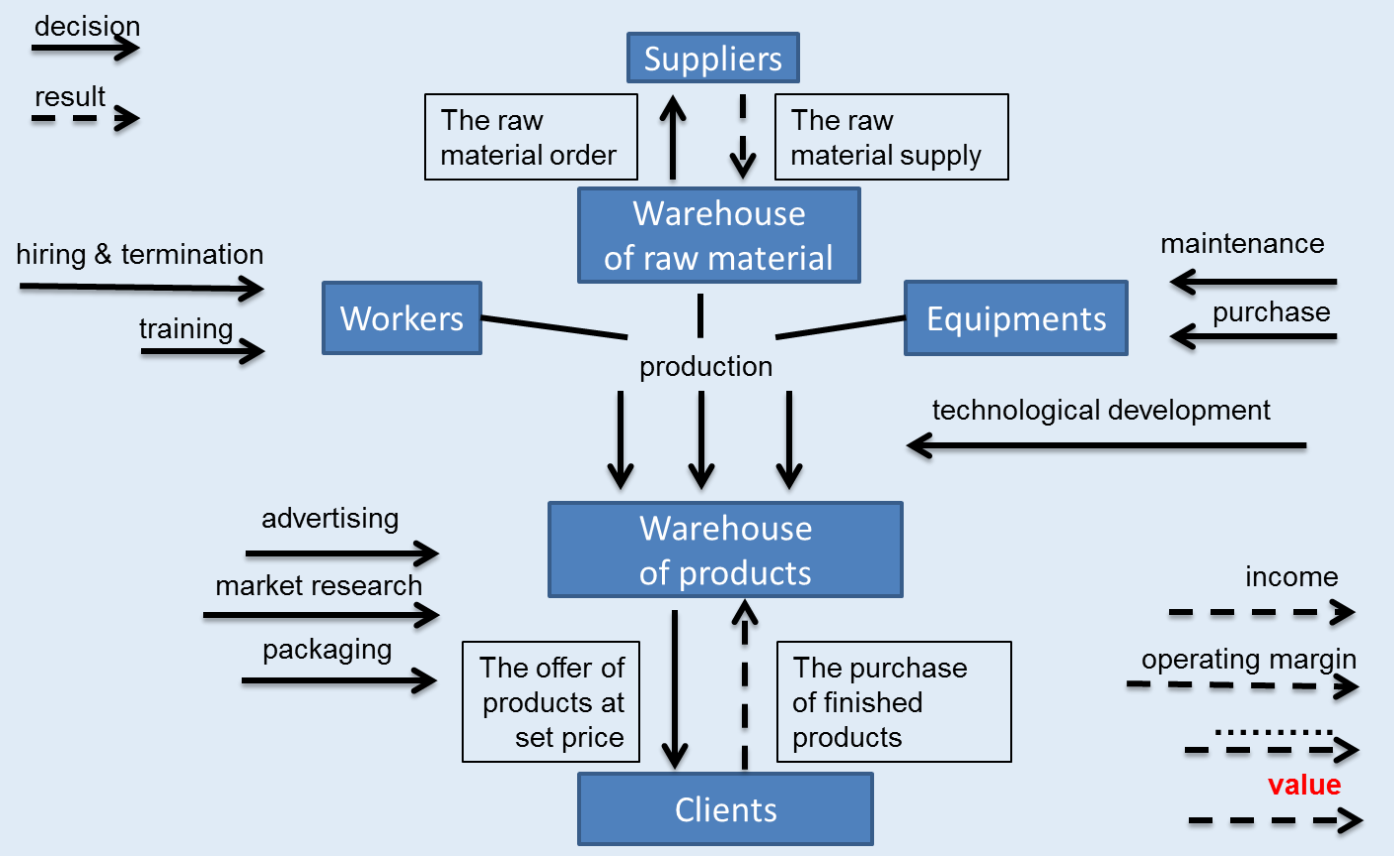
BUSINESS ACTIVITIES

- ✓ Management of **supply** (relationship with local & foreign supplier)
- ✓ **Production** management warehouse management, production capacity & technology development)
- ✓ Management of **marketing & sales** (stores & hypermarkets)



BUSINESS ACTIVITIES

Schematic diagram of the **activities:**



BUSINESS ACTIVITIES

Processes that contribute to the creation of the **value** of each company:

- ✓ Management of **supply**
- ✓ Management of the **production**
- ✓ Management of **marketing and sales**



BUSINESS ACTIVITIES

Management of supply

- ✓ Single type of finished product
- ✓ 2 suppliers (local & foreign)
 - **local supplier:** orders each month & delivers the following month
 - **foreign supplier:** orders only in certain months of the year & delivers with a delay of several months
- ✓ 1 raw material warehouse
- ✓ Finished products must be sold packaged (buy packaging of a single type, kept in a packaging warehouse)

BUSINESS ACTIVITIES

Management of production

- ✓ Transformation by machines and workers
- ✓ Technology & training determine the quality (high & average quality)
- ✓ Investments improve efficiency & effectiveness
- ✓ Beginning of the game: production of only finished products of medium quality

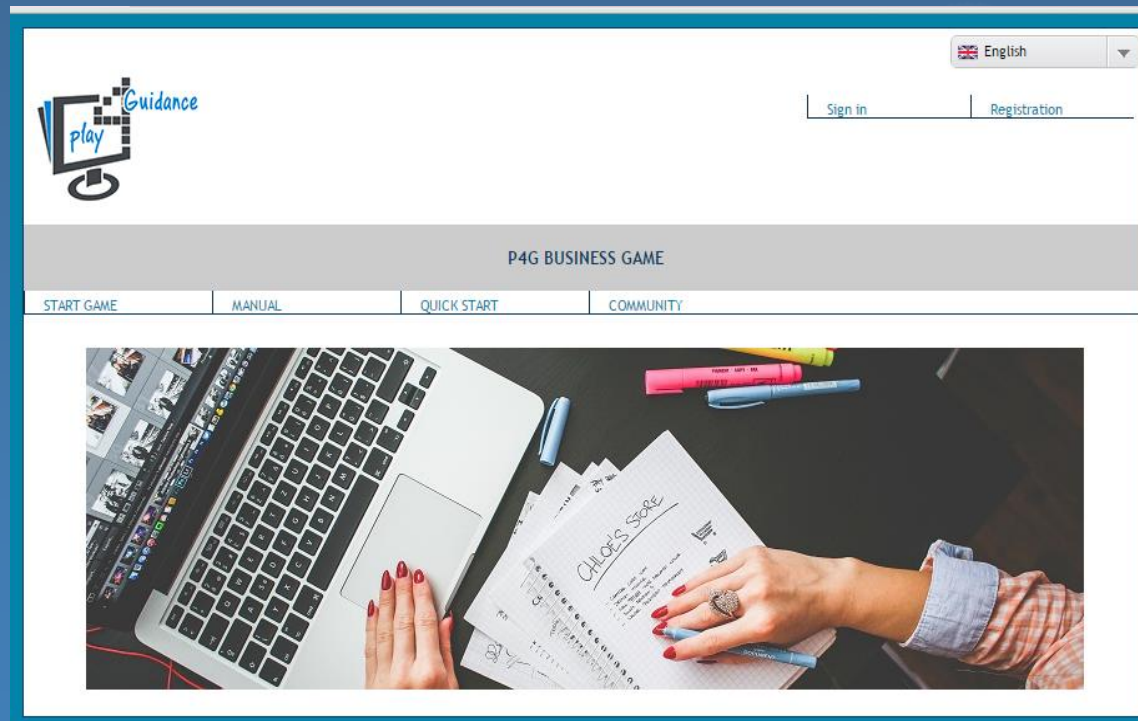
BUSINESS ACTIVITIES

Management of marketing & sales

- ✓ Sale through 2 channels: stores (accept only high quality products) & hypermarkets (accept both products of high quality and of average quality)
- ✓ Stores: capacity of less than the total sales of the hypermarkets, but accept higher selling prices.
- ✓ Hypermarkets: sale price is the same for products of high quality and medium quality
- ✓ The number of finished products depends on the asking price & advertising

THE USE OF THE SOFTWARE SYSTEM

The game takes place over the **Internet**

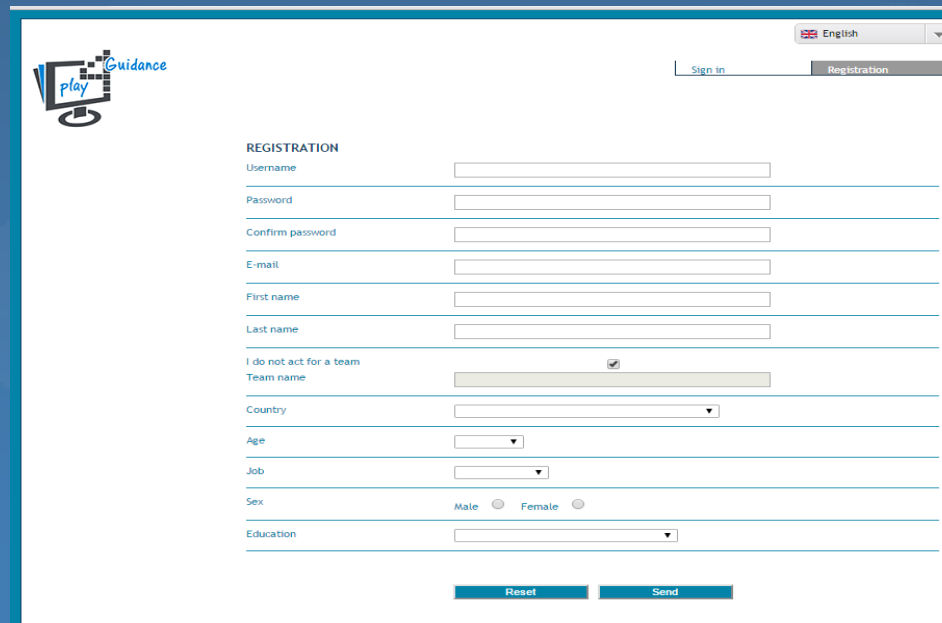


<http://play4guidance.cetic.liuc.it>



THE USE OF THE SOFTWARE SYSTEM

Register your profile through the **registration form**



The screenshot shows a web browser window displaying the registration form for Play4Guidance. The page has a blue header with the Play4Guidance logo on the left and a language selector set to 'English' on the right. Below the header, there are two buttons: 'Sign in' and 'Registration', with 'Registration' being the active one. The main content area is titled 'REGISTRATION' and contains the following fields:

- Username:
- Password:
- Confirm password:
- E-mail:
- First name:
- Last name:
- I do not act for a team:
- Team name:
- Country:
- Age:
- Job:
- Sex: Male Female
- Education:

At the bottom of the form, there are two buttons: 'Reset' and 'Send'.

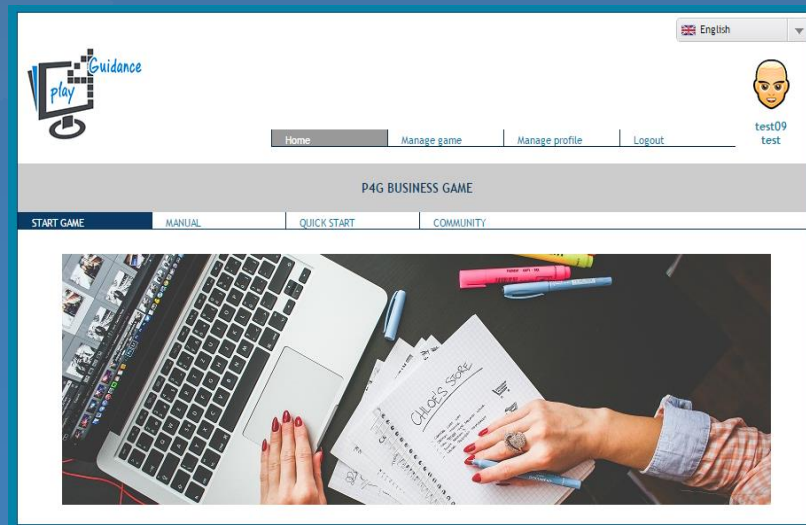
A **confirmation email** will be sent in your mailbox



THE USE OF THE SOFTWARE SYSTEM

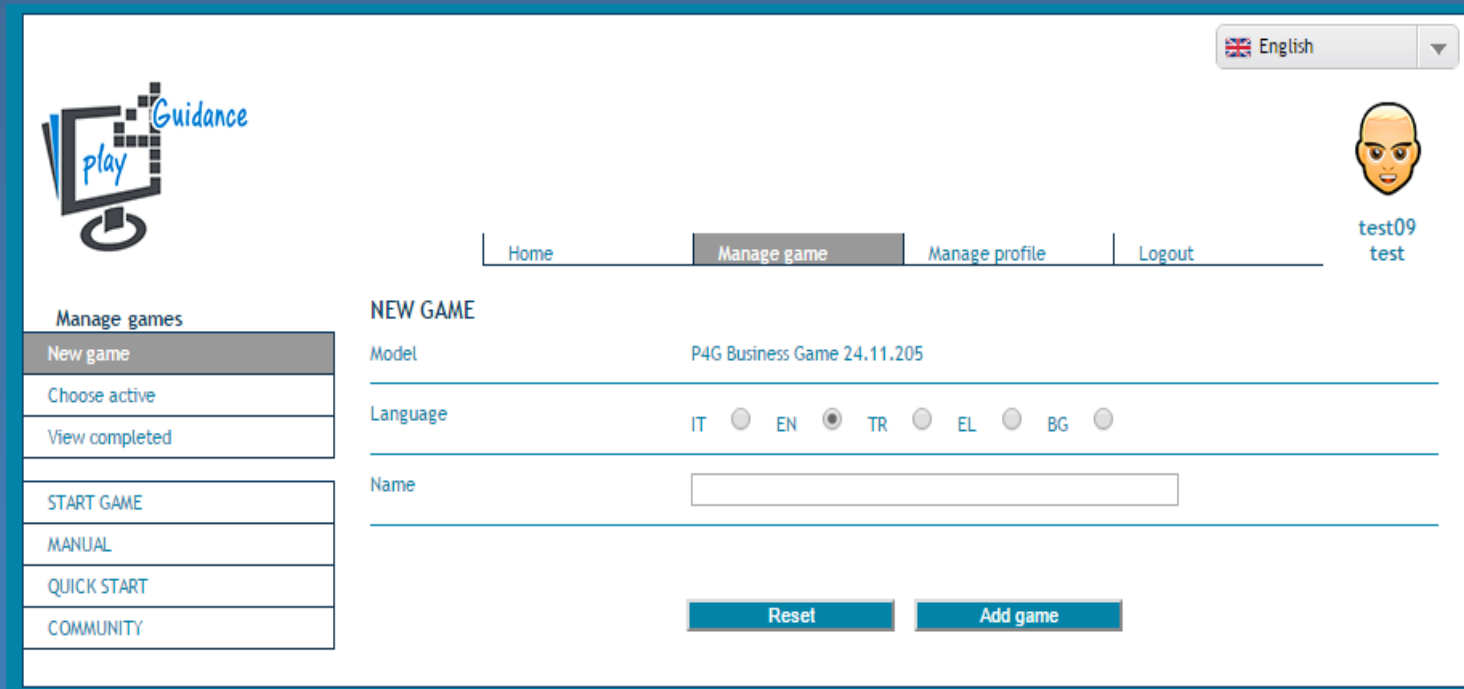
Home page: main functions of the system: “Manage Game” & “Manage Profile”

Central menu: quick access to start a game, links to game’s documentation & access to the Community support.



THE USE OF THE SOFTWARE SYSTEM

The function “**Manage game**”:



The screenshot displays the 'Manage game' interface of the Play4Guidance system. On the left, there is a navigation menu with options: 'Manage games', 'New game', 'Choose active', 'View completed', 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The 'Manage games' section is currently active. The main content area is titled 'NEW GAME' and contains the following fields and controls:

- Model:** P4G Business Game 24.11.205
- Language:** Selection buttons for IT, EN (selected), TR, EL, and BG.
- Name:** An empty text input field.
- Buttons:** 'Reset' and 'Add game' buttons at the bottom.

At the top right, there is a language dropdown menu set to 'English' and a user profile icon for 'test09 test'. A navigation bar at the top includes 'Home', 'Manage game' (highlighted), 'Manage profile', and 'Logout'.

THE USE OF THE SOFTWARE SYSTEM

To create **“New game”**:

Select **language & choose name**

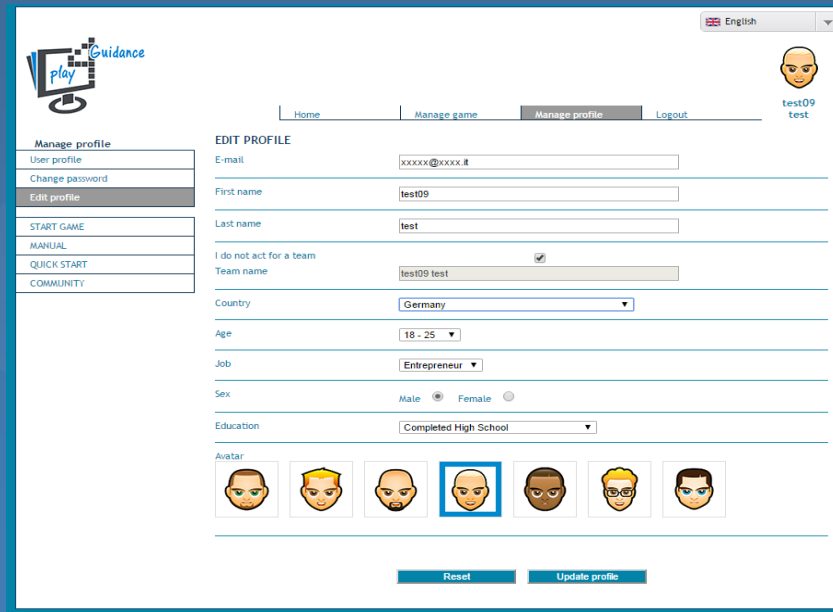
Select **“Choose Active”** or **“View completed”** to access current game sessions or completed ones



The screenshot displays the Play4Guidance web interface. At the top right, there is a language dropdown menu set to 'English'. Below it, a user profile icon is shown with the name 'test09 test'. A navigation bar contains links for 'Home', 'Manage game' (which is highlighted), 'Manage profile', and 'Logout'. On the left side, a sidebar menu under 'Manage games' includes options for 'New game', 'Choose active', and 'View completed'. The main content area is titled 'NEW GAME' and contains a form with the following fields: 'Model' (pre-filled with 'P4G Business Game 24.11.205'), 'Language' (with radio buttons for IT, EN, TR, EL, and BG, where EN is selected), and 'Name' (with an empty text input field). At the bottom of the form, there are two buttons: 'Reset' and 'Add game'.

THE USE OF THE SOFTWARE SYSTEM

The function **“Manage Profile”**:



The screenshot shows the 'Manage Profile' page of the Play4Guidance system. The page is titled 'EDIT PROFILE' and contains the following fields and options:

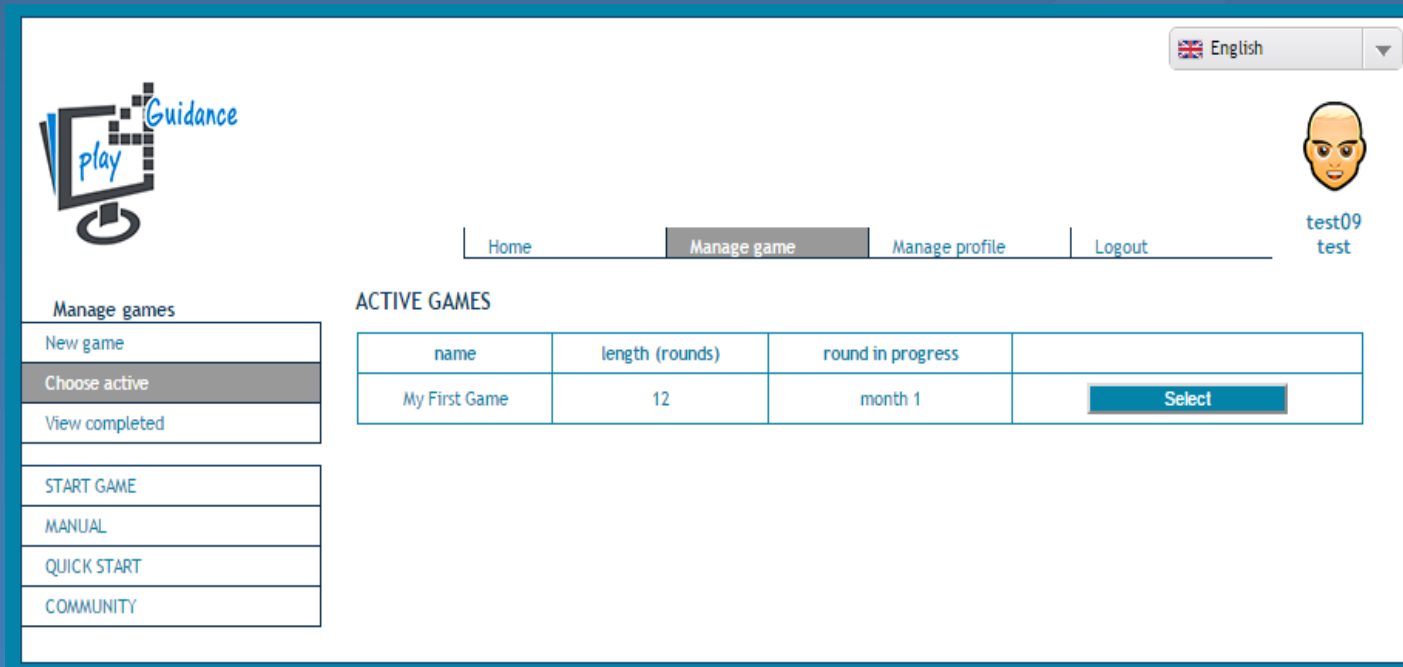
- Navigation:** Home, Manage game, Manage profile (active), Logout.
- Language:** English (dropdown menu).
- User Profile:** test09 (username), test (password).
- Form Fields:**
 - E-mail: xxxxx@xxxx.it
 - First name: test09
 - Last name: test
 - I do not act for a team:
 - Team name: test09 test
 - Country: Germany (dropdown menu)
 - Age: 18 - 25 (dropdown menu)
 - Job: Entrepreneur (dropdown menu)
 - Sex: Male Female
 - Education: Completed High School (dropdown menu)
- Avatar Selection:** A row of seven avatars, with the fourth one (a man with a beard) selected.
- Buttons:** Reset, Update profile.

Submenu: change your password & edit your data profile.

The function **“Logout”**: exit the system

THE USE OF THE SOFTWARE SYSTEM

“Choose Active”: start the game

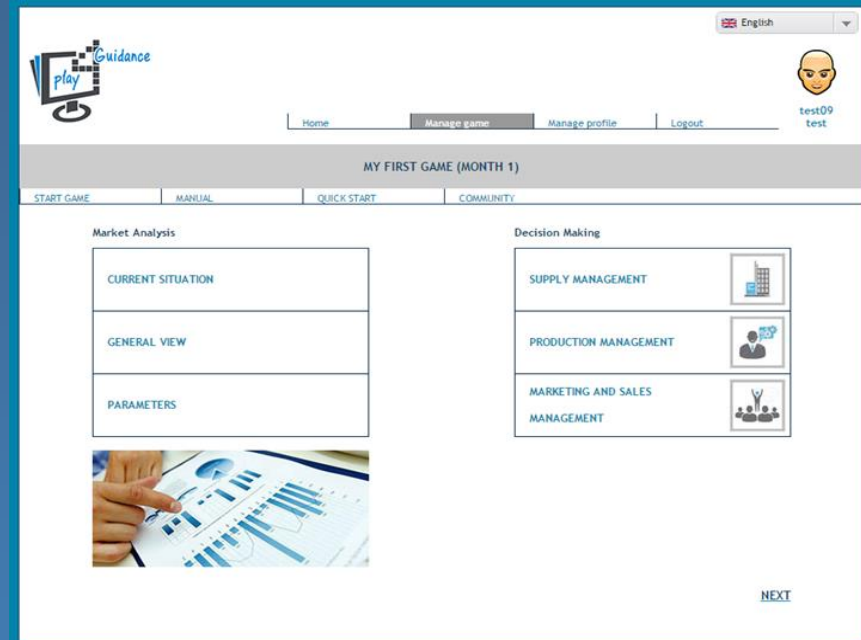


The screenshot displays the Play4Guidance user interface. In the top right corner, there is a language dropdown menu set to 'English' and a user profile icon for 'test09 test'. The main navigation bar includes links for 'Home', 'Manage game' (which is highlighted), 'Manage profile', and 'Logout'. On the left side, a 'Manage games' menu is visible, with 'Choose active' selected. Below this menu, there are buttons for 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The central area is titled 'ACTIVE GAMES' and contains a table with the following data:

name	length (rounds)	round in progress	
My First Game	12	month 1	Select

THE USE OF THE SOFTWARE SYSTEM

Home page of the Game:



Market Analysis submenus: access current information data

Decision Making submenus: insert your decisional variables

“Next”: access Market Analysis Page

THE USE OF THE SOFTWARE SYSTEM

“Market Analysis” page:

The screenshot displays the 'Market Analysis' page in the Play4Guidance software. The interface is organized into several sections:

- Header:** Includes the Play4Guidance logo, a language dropdown set to 'English', and a user profile icon for 'test09 test'. Navigation links for 'Home', 'Manage game', 'Manage profile', and 'Logout' are present.
- Game Status:** A grey bar indicates 'MARKET SITUATION AT MONTH 1 (MY FIRST GAME - GAME OPEN)'. Below this are tabs for 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'.
- Main Content Area:**
 - Left Sidebar:** A vertical menu with icons and labels for 'SUPPLY MANAGEMENT', 'PRODUCTION MANAGEMENT', 'MARKETING AND SALES MANAGEMENT', 'OVERALL RESULTS OF MANAGEMENT', and 'MARKET RESEARCH'.
 - General view:** A central panel with tabs for 'CURRENT SITUATION', 'GENERAL VIEW', 'PARAMETERS', and 'DOWNLOAD DECISION HISTORY'.
 - Ranking list:** A chart showing 'Total value of the company (Euro)' on the x-axis (0 to 100,000) and 'Rankings position' on the y-axis (1 to 2). Position 1 is highlighted in yellow with a value of 100,000. Position 2 is highlighted in grey with a value of 100,000. A legend below the chart identifies 'test09 test' as the yellow bar and 'Other companies' as the grey bar.
- Bottom Section:** A table titled 'Supply Management' with a 'Results' header. It contains three rows of data:

Supply Management	
Results	
Raw material purchased from local supplier (kg)	650
Raw material purchased from foreign supplier (kg)	0
Total purchase cost of the raw material (Euro)	9,750

Navigation buttons 'BACK' and 'NEXT' are located at the bottom left and right of the table, respectively.

THE USE OF THE SOFTWARE SYSTEM

- ✓ The buttons: **"Last round results"**: data: linked to the previous round
- ✓ The buttons **"General view"**: data from all the rounds already played
- ✓ The graphic in the right section **"Ranking List"**: "Value of the company" at the current round



THE USE OF THE SOFTWARE SYSTEM

“Decision Making” page:

English

Home Manage game Manage profile Logout test09 test

DECISIONS FOR MONTH 1 (MY FIRST GAME - GAME OPEN)

START GAME MANUAL QUICK START COMMUNITY

Decisions General view

SUPPLY MANAGEMENT

PRODUCTION MANAGEMENT

MARKETING AND SALES MANAGEMENT

MANAGEMENT

CURRENT SITUATION

GENERAL VIEW

PARAMETERS

DOWNLOAD DECISION HISTORY

Need Help?

BACK

Supply Management		
Order of raw material to the local supplier (Kg)	<input type="text" value="650"/>	$0 \leq x \leq 1200$
Purchase price of the raw material from local supplier (Euro/Kg)	<input type="text" value="15.00"/>	$0.00 \leq x \leq 20.00$
Order of raw materials to the foreign supplier (Kg)	<input type="text" value="0"/>	$0 \leq x \leq 8000$
Order of packaging (number of packaging)	<input type="text" value="4500"/>	$0 \leq x \leq 20000$

Save

NEXT

THE USE OF THE SOFTWARE SYSTEM

- ✓ The buttons in the section **"Decisions"**: enter data grouped by type for the current round
- ✓ Communicate decisions to the system by clicking **"Save"**



THE USE OF THE SOFTWARE SYSTEM

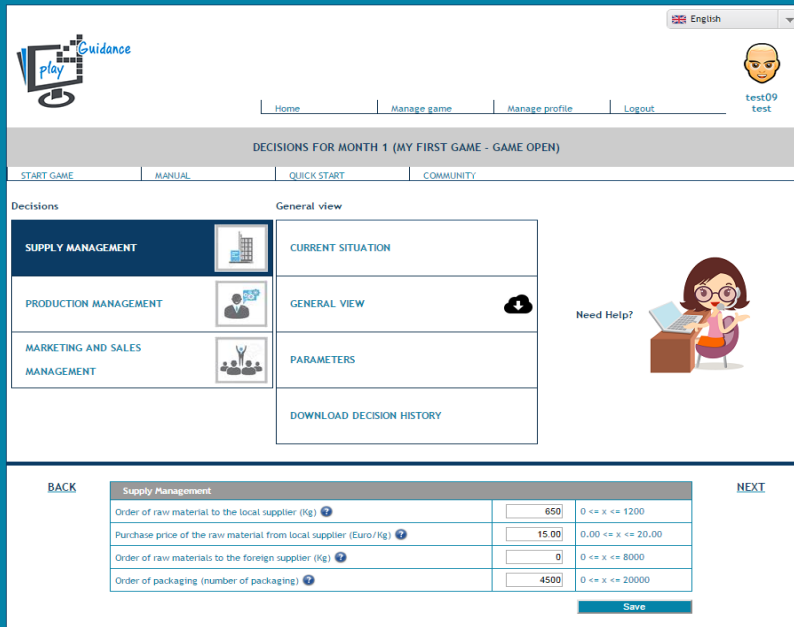
Note that:

- ✓ the **values** proposed are **the same** (as the previous round) except for some variables
- ✓ Data **saved** by clicking **“Save”**
- ✓ The **“Save”** can be selected **more than once**



THE USE OF THE SOFTWARE SYSTEM

- ✓ The buttons in the section **"General view"**: the data from all the rounds already played in the current session.
- ✓ Help Contents by clicking the **"Need Help"**



The screenshot displays the Play4Guidance software interface. At the top, there is a navigation bar with the Play4Guidance logo, a language dropdown set to 'English', and a user profile icon labeled 'test09 test'. Below this is a menu with options: Home, Manage game, Manage profile, and Logout. The main content area is titled 'DECISIONS FOR MONTH 1 (MY FIRST GAME - GAME OPEN)'. It features a sidebar with 'Decisions' and a 'General view' section. The 'General view' section contains buttons for 'CURRENT SITUATION', 'GENERAL VIEW' (highlighted), 'PARAMETERS', and 'DOWNLOAD DECISION HISTORY'. To the right of the 'GENERAL VIEW' button is a 'Need Help?' button with an illustration of a person at a desk. Below the 'General view' section is a 'Supply Management' table with input fields and constraints.

Supply Management		
Order of raw material to the local supplier (Kg)	<input type="text" value="650"/>	$0 \leq x \leq 1200$
Purchase price of the raw material from local supplier (Euro/Kg)	<input type="text" value="15.00"/>	$0.00 \leq x \leq 20.00$
Order of raw materials to the foreign supplier (Kg)	<input type="text" value="0"/>	$0 \leq x \leq 8000$
Order of packaging (number of packaging)	<input type="text" value="4500"/>	$0 \leq x \leq 20000$

Save

THE USE OF THE SOFTWARE SYSTEM

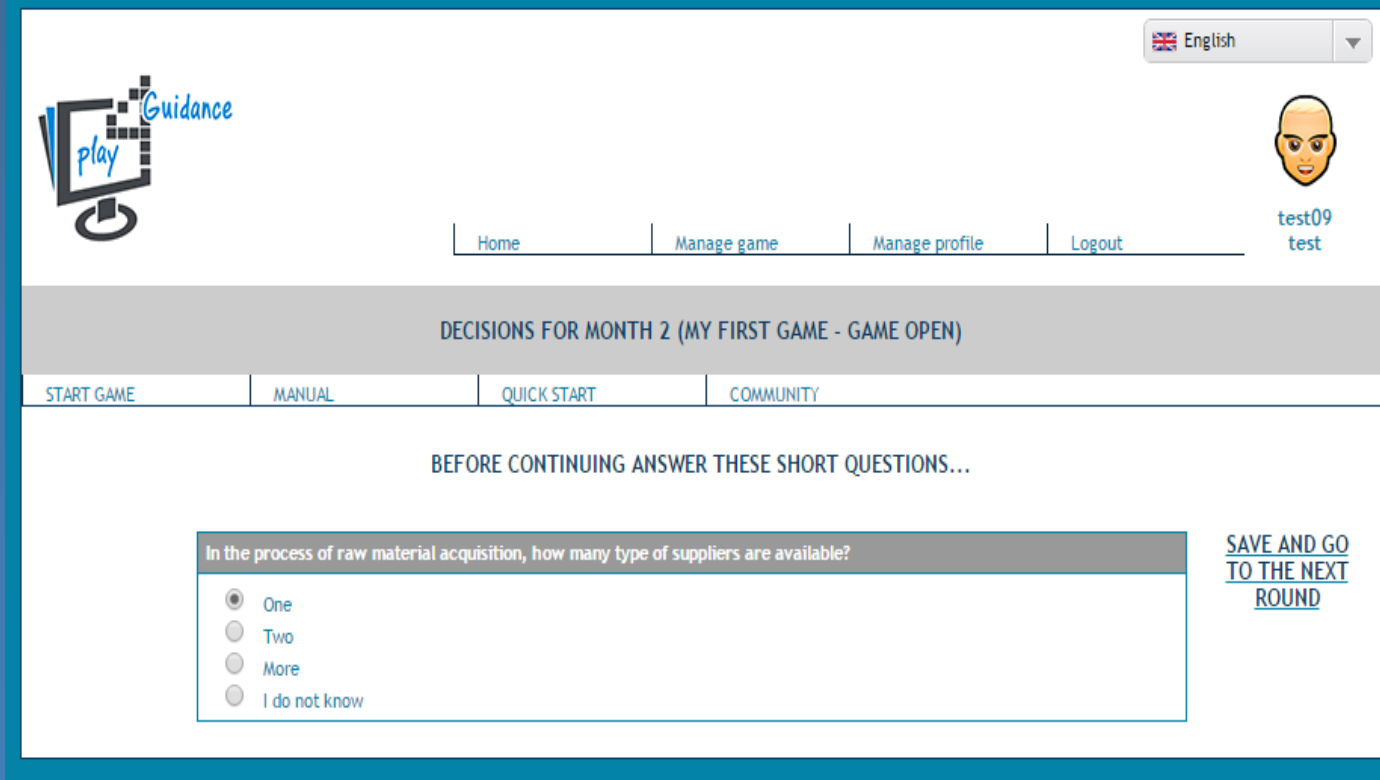
summary of all decisional values & **confirmation:**

Supply Management		
Order of raw material to the local supplier (Kg) ?	<input type="text" value="650"/>	$0 \leq x \leq 1200$
Purchase price of the raw material from local supplier (Euro/Kg) ?	<input type="text" value="15.00"/>	$0.00 \leq x \leq 20.00$
Order of packaging (number of packaging) ?	<input type="text" value="4500"/>	$0 \leq x \leq 20000$
Production Management		
Quantity of raw material to be processed (kg) ?	<input type="text" value="630"/>	$x \geq 0$
Purchase of new machines (number of machines) ?	<input type="text" value="0"/>	$0 \leq x \leq 5$
Payment cash machines / postponed ?	Deferred payment ▼	
Assumptions (number of workers) ?	<input type="text" value="0"/>	$0 \leq x \leq 12$
Dismissal ?	No layoff ▼	
Expenditure on training (Euro) ?	<input type="text" value="0"/>	$0 \leq x \leq 50000$
Technology expenditures to improve efficiency (Euro) ?	<input type="text" value="0"/>	$0 \leq x \leq 50000$
Technology expenditures to improve the effectiveness (Euro) ?	<input type="text" value="0"/>	$0 \leq x \leq 50000$
Marketing and sales management		
Supply of finished products to the store (number of products) ?	<input type="text" value="0"/>	$x \geq 0$
Sale price of a finished product to stores (Euro) ?	<input type="text" value="80.00"/>	$60.00 \leq x \leq 120.00$
Offer high quality finished products to hypermarkets (number of products) ?	<input type="text" value="0"/>	$x \geq 0$
Offer of finished products of medium quality to hypermarkets (number of products) ?	<input type="text" value="4500"/>	$x \geq 0$
Sale price of a finished product to hypermarkets (Euro) ?	<input type="text" value="25.00"/>	$15.00 \leq x \leq 40.00$
Advertising expenditures (Euro) ?	<input type="text" value="0"/>	$0 \leq x \leq 50000$
Purchase of market data (Euro) ?	No Purchase ▼	

CONFIRM
DECISIONS - END
ROUND

THE USE OF THE SOFTWARE SYSTEM

Answer some **questions:**



The screenshot shows the Play4Guidance software interface. At the top left is the logo, which consists of a computer monitor with the word "play" on it and the word "Guidance" next to it. In the top right corner, there is a language dropdown menu set to "English" and a user profile icon with the name "test09" and "test" below it. Below the logo and user information is a navigation bar with four buttons: "Home", "Manage game", "Manage profile", and "Logout". Below this is a grey header bar with the text "DECISIONS FOR MONTH 2 (MY FIRST GAME - GAME OPEN)". Below the header bar is another navigation bar with four buttons: "START GAME", "MANUAL", "QUICK START", and "COMMUNITY". Below this is a section titled "BEFORE CONTINUING ANSWER THESE SHORT QUESTIONS...". In the center of this section is a question box with a grey header: "In the process of raw material acquisition, how many type of suppliers are available?". Below the question are four radio button options: "One", "Two", "More", and "I do not know". To the right of the question box is a button that says "SAVE AND GO TO THE NEXT ROUND".

CREDITS

“**Play4Guidance**” - Business Game Cattaneo University - LIUC is a complex project, many people have **contributed** over the years in its realization.

- ✓ **Luca Mari** coordinated the project team, developed the software system modeling and simulation, developed parts of the model, and has produced some of this documentation.
- ✓ **Giuseppe Catalfamo** developed parts of the model and has produced some of this documentation
- ✓ **Antonella Coloru** managed the organizational support to the teams
- ✓ **Paolo Denti** developed the system software for the web-based game
- ✓ **Sara Genone** has designed and managed support teams through social networking tools
- ✓ **Giovanni Ghelfi** has provided guidance for the development of parts of the original version of the model
- ✓ **Aurelio Ravarini** coordinated the project team
- ✓ **Daniele Restelli** developed parts of the model and has produced some of this documentation
- ✓ **Sara Sterlocchi** developed parts of the model and has produced some of this documentation
- ✓ **Several people**, including many students and graduate of the University Cattaneo - LIUC, contributed by testing the system and providing valuable suggestions.

This presentation was produced by **Science View**

