

IL GIOCO IN SINTESI

PLAY4GUIDANCE BUSINESS GAME

MANUALE DEL GIOCATTORE



IL GIOCO IN SINTESI

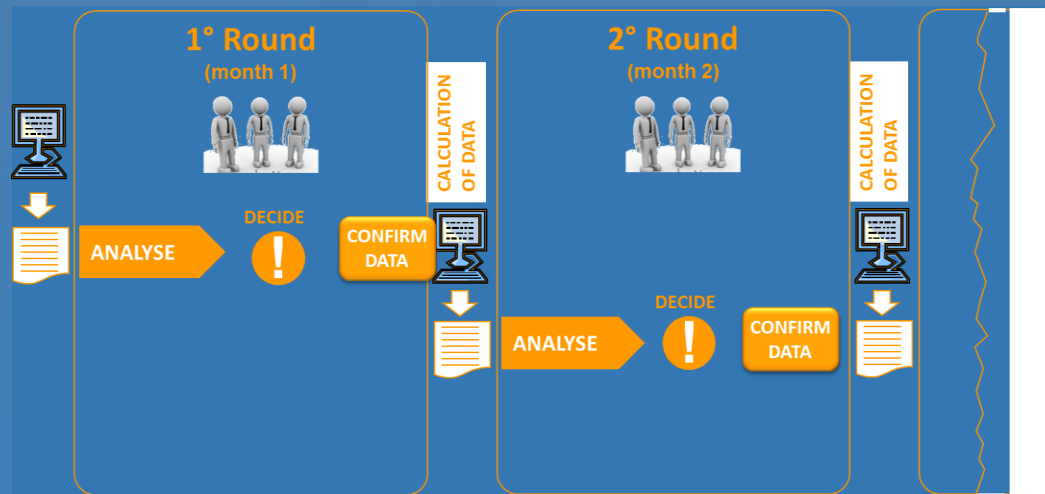
Il Business Game “**Play4Guidance**” è un **gioco** di simulazione tra squadre.

- ✓ Ogni squadra ha il compito di **gestire** da un punto di vista strategico la propria impresa.
- ✓ È simulato un mercato di **imprese manifatturiere**, che operano **trasformando materia prima in prodotti finiti**.
- ✓ Sono in **competizione indiretta**.
- ✓ Obiettivo del gioco è di **massimizzare il valore dell'impresa**.



IL GIOCO IN SINTESI

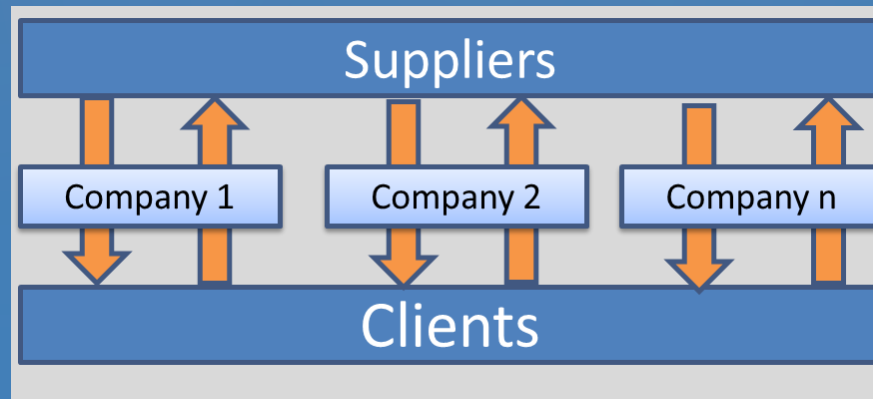
- ✓ Il gioco è diviso in **turni**, ogni turno simula un **mese** di attività
- ✓ Ogni squadra **analizza** la situazione corrente, specificata da una serie di **variabili di stato** e **prende decisioni** sulla **gestione** operativa e strategica dell'azienda.



LE CARATTERISTICHE GENERALI DEL MERCATO

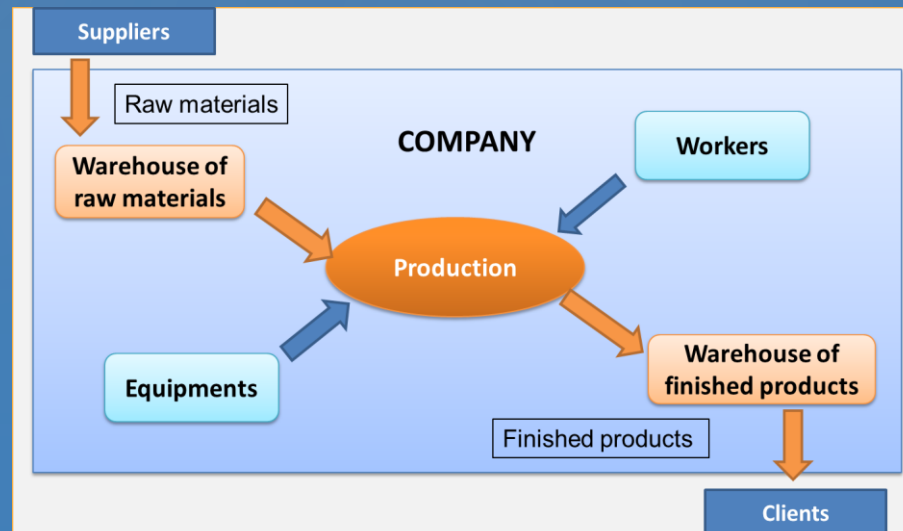
Le **ipotesi** di semplificazione del mercato:

- ✓ Un solo tipo di **materia prima** – un solo tipo di **frodotto finito**
- ✓ Il mercato dei **fornitori** ne prevede solo 2 (locale & fornitore estero)
- ✓ **Distribuzione** mercato dei clienti – 2 canali (negozi & supermarket)



ATTIVITA' AZIEDALI

- ✓ Gestione delle **forniture** (rapport con il fornitore locale e il fornitore estero)
- ✓ **Produzione** gestione del magazzino e della capacità produttiva e di sviluppo tecnologico.
- ✓ Gestione del **marketing e vendite** (negozi e supermercati)



ATTIVITA' AZIENDALI

Diagramma schematico delle **attività:**



ATTIVITA' AZIENDALI

I **processi** che contribuiscono alla creazione del **valore** di ogni azienda:

- ✓ Gestione delle **forniture**
- ✓ Gestione della **produzione**
- ✓ Gestione del **marketing e delle vendite**



ATTIVITA' AZIENDALI

Gestione delle forniture

- ✓ Due tipi di prodotti finiti
- ✓ 2 fornitori (locale & straniero)
 - **Fornitore locale:** si ordina ogni mese e consegna il mese successivo.
 - **Fornitore estero:** si ordina solo in certi mesi e la consegna ha un ritardo di alcuni mesi.
- ✓ 1 magazzino di materia prima
- ✓ I prodotti finiti devono essere venduti imballati. (Si comprano gli imballaggi di un unico tipo stoccati nel magazzino degli imballaggi)

ATTIVITA' AZIENDALI

Gestione della produzione

- ✓ Trasformazione da macchinari e operai.
- ✓ Tecnologia e formazione determina la qualità (alta e media qualità)
- ✓ Gli investimenti migliorano efficacia e efficienza
- ✓ All'inizio del gioco: la produzione di prodotti finite di media qualità.

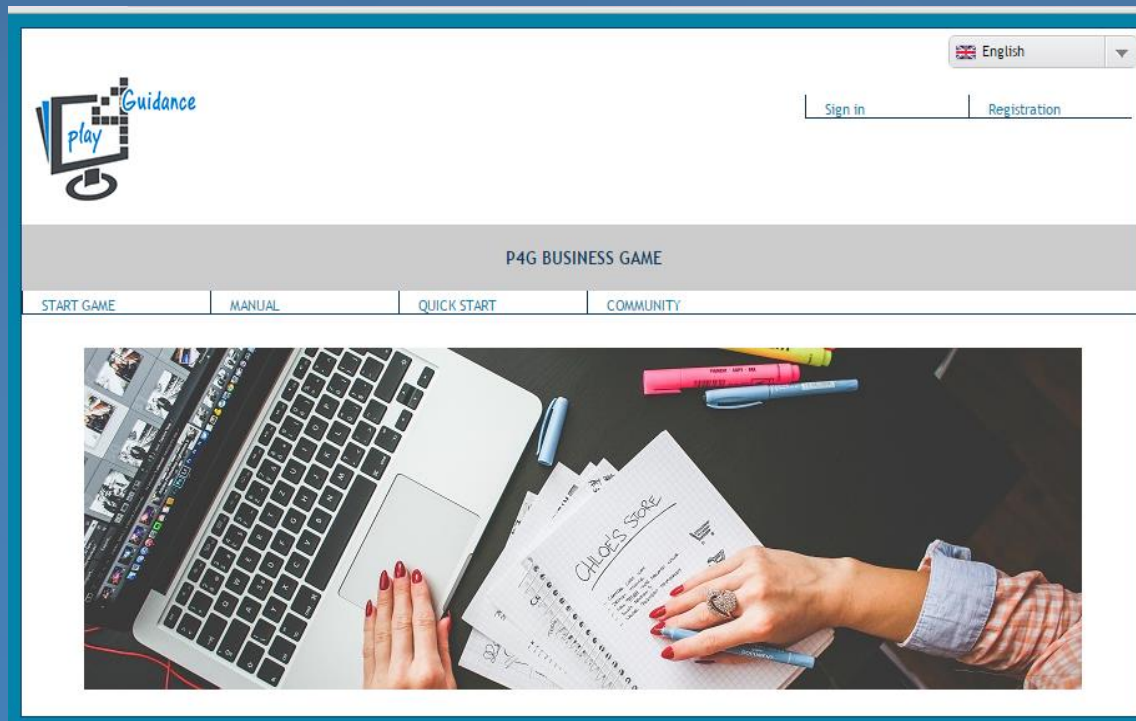
ATTIVITA' AZIENDALI

Gestione del marketing e vendite

- ✓ Vendite attraverso 2 canali: negozi (accettano solo prodotti di alta qualità) & ipermercati (accettano sia alta qualità che media)
- ✓ Negozi: hanno una minor capacità di vendita ma accettano un prezzo maggiore.
- ✓ Ipermercati: il prezzo di vendita è lo stesso per media e alta qualità.
- ✓ Il numero dei prodotti venduti dipende dal prezzo di vendita e dalla pubblicità

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Il gioco si svolge online collegandosi a **Internet**

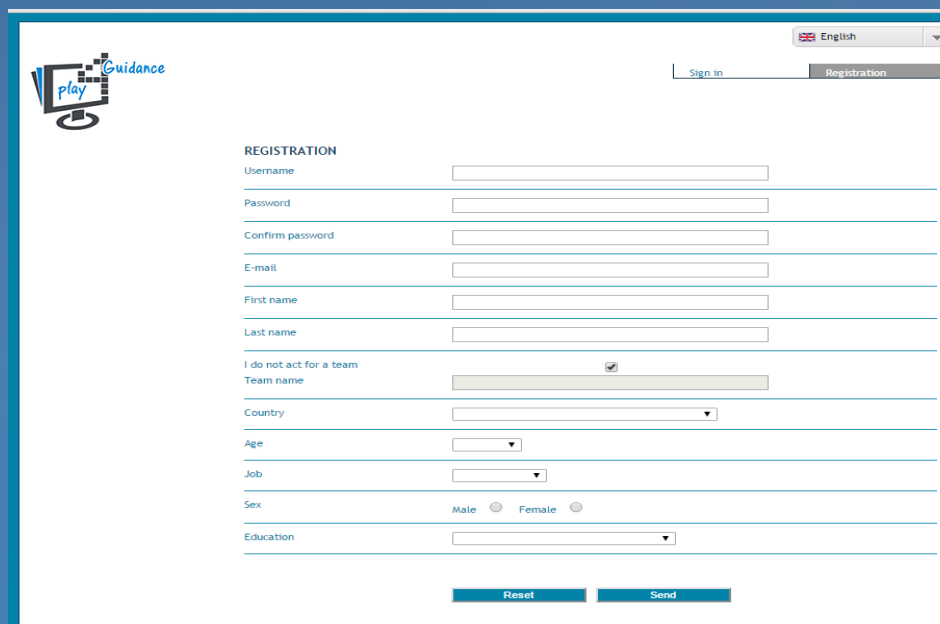


<http://play4guidance.cetic.liuc.it>



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Registra il tuo profilo attraverso **il form di registrazione**



The screenshot shows a web registration form for Play4Guidance. At the top left is the logo, and at the top right is a language dropdown set to 'English'. Below the logo are 'Sign in' and 'Registration' buttons. The form is titled 'REGISTRATION' and contains the following fields: Username, Password, Confirm password, E-mail, First name, Last name, a checkbox for 'I do not act for a team' (checked), Team name, Country (dropdown), Age (dropdown), Job (dropdown), Sex (radio buttons for Male and Female), and Education (dropdown). At the bottom are 'Reset' and 'Send' buttons.

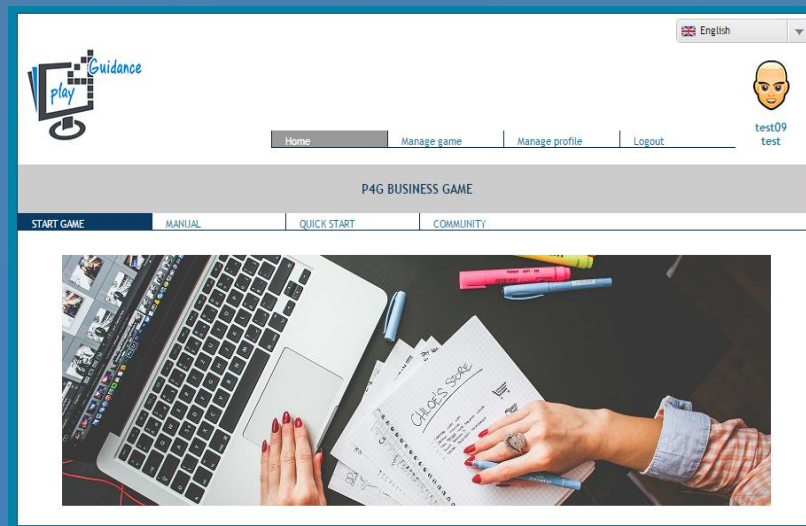
Ti verrà inviata una **e-mail di conferma**



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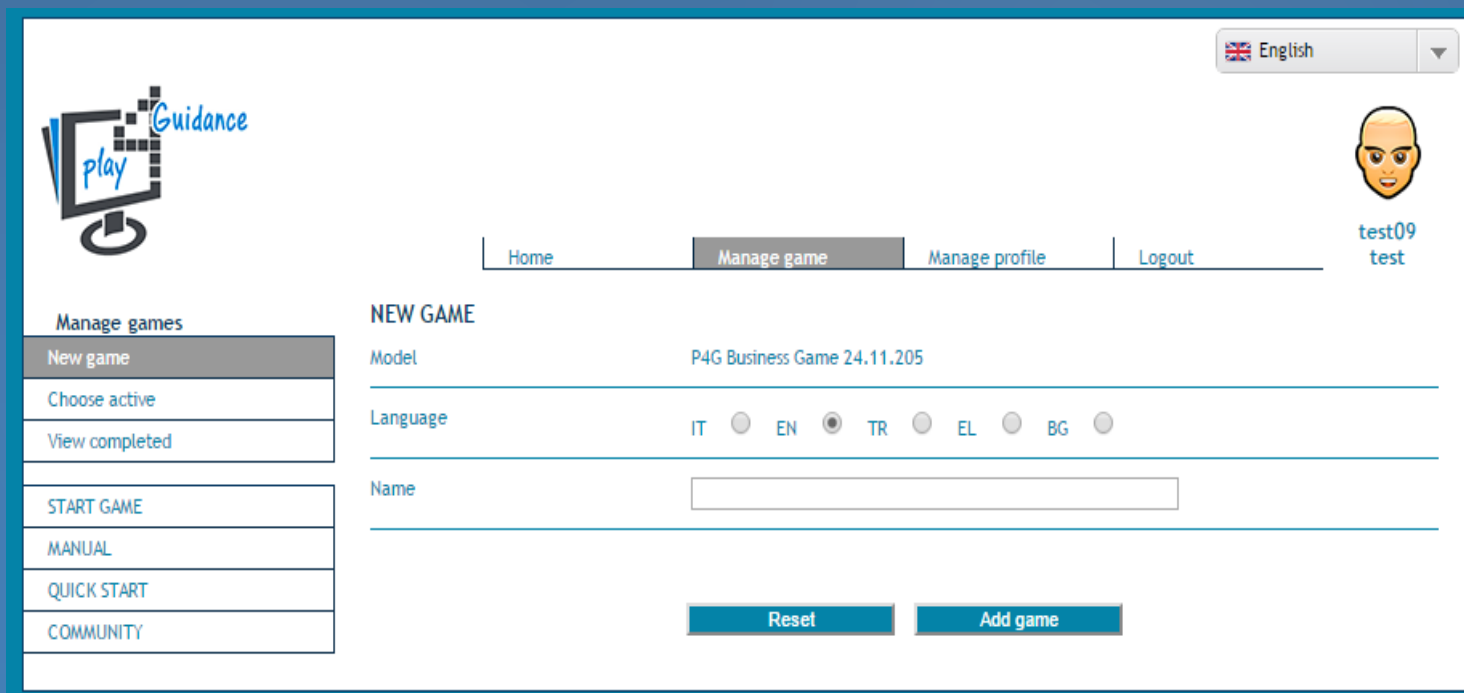
Home page: Ci sono le funzioni principali: “Gestione partite ” & “Gestione profilo”

Menu centrale: consente un accesso veloce alle funzioni ‘inizia il gioco’, alla documentazione del gioco e alla Community.



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La funzione “Gestione partite”:



The screenshot displays the 'Manage games' section of the Play4Guidance software. The interface is in English, as indicated by the language dropdown in the top right corner. The user is logged in as 'test09 test', shown by the profile icon and name in the top right. The navigation menu includes 'Home', 'Manage game' (which is the active tab), 'Manage profile', and 'Logout'. On the left side, there is a sidebar with the following options: 'Manage games', 'New game', 'Choose active', 'View completed', 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The main content area is titled 'NEW GAME' and contains the following fields and options:

- Model:** P4G Business Game 24.11.205
- Language:** IT EN TR EL BG
- Name:**

At the bottom of the 'NEW GAME' section, there are two buttons: 'Reset' and 'Add game'.

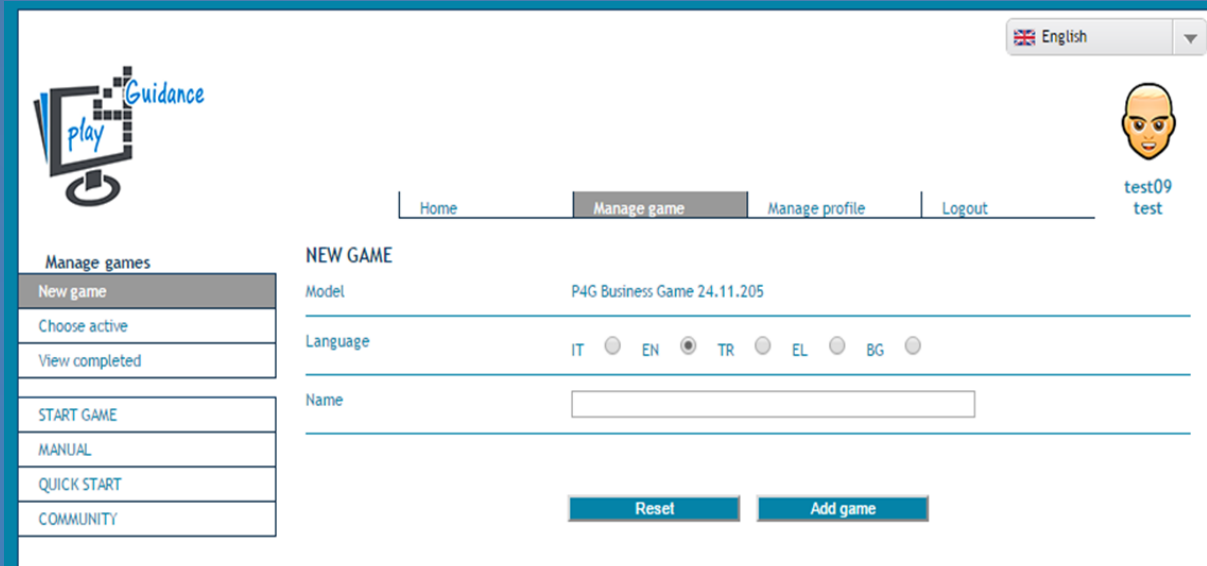


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Per creare una **“Nuova partita”**:

Scegli il **linguaggio** & **inserisci un nome**

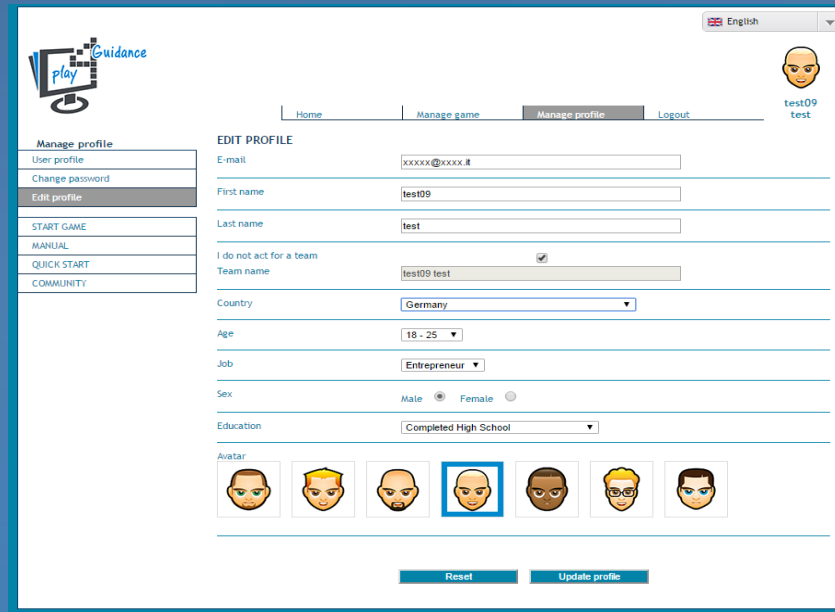
Clicca **“Scegli partita”** o **“Visualizza completate”** per accedere alle partite già concluse



The screenshot displays the Play4Guidance user 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'. Below the logo, a navigation menu contains the following items: Home, Manage game (highlighted), Manage profile, and Logout. On the far right, there is a user profile icon and the text 'test09 test'. A sidebar on the left is titled 'Manage games' and contains several buttons: 'New game' (highlighted), 'Choose active', 'View completed', 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The main content area is titled 'NEW GAME' and contains the following fields: 'Model' with the value 'P4G Business Game 24.11.205', 'Language' with radio buttons for IT, EN (selected), TR, EL, and BG, and 'Name' with an empty text input field. At the bottom of the form are two buttons: 'Reset' and 'Add game'.

THE USE OF THE SOFTWARE SYSTEM

The function **“Manage Profile”**:



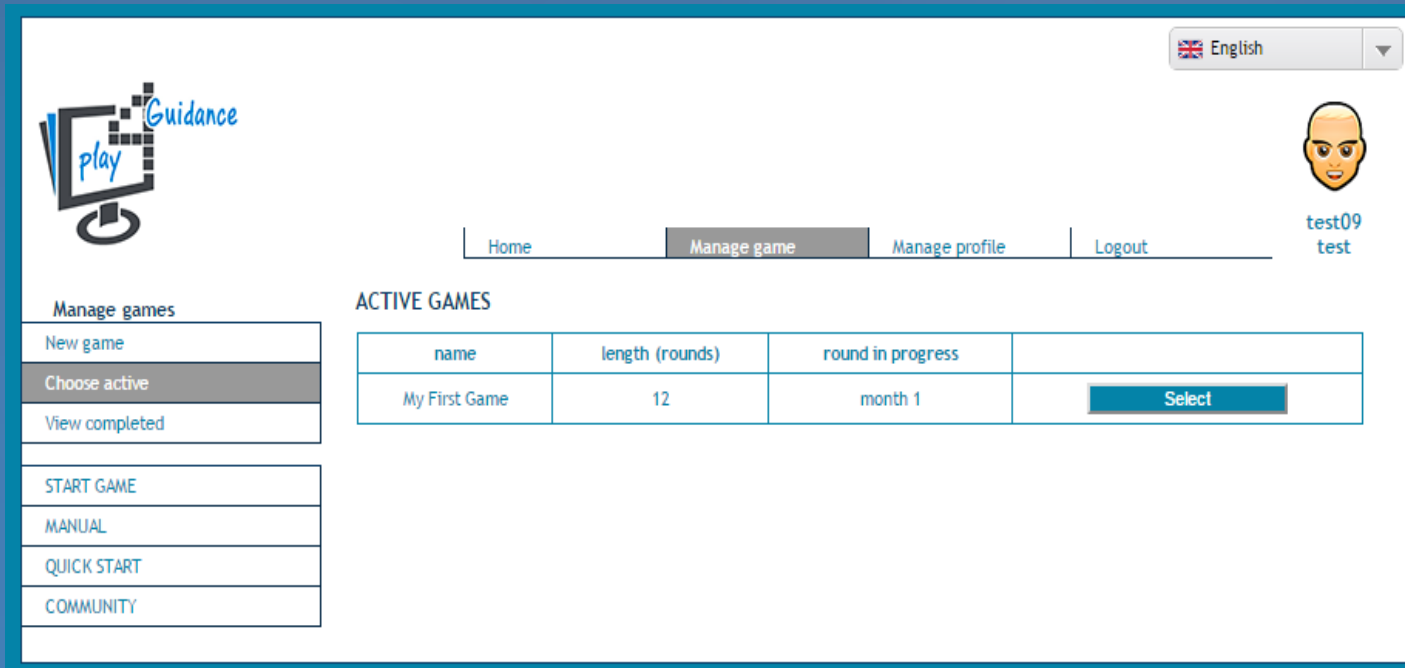
The screenshot displays the 'Manage Profile' interface. At the top left is the 'play Guidance' logo. A navigation bar includes 'Home', 'Manage game', 'Manage profile' (highlighted), and 'Logout'. A user profile icon labeled 'test09 test' is in the top right. A sidebar on the left lists options: 'Manage profile' (with sub-options: 'User profile', 'Change password', 'Edit profile'), 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The main area is titled 'EDIT PROFILE' and contains the following fields: 'E-mail' (xxxxx@xxxx.it), 'First name' (test09), 'Last name' (test), 'I do not act for a team' (checked), 'Team name' (test09 test), 'Country' (Germany), 'Age' (18 - 25), 'Job' (Entrepreneur), 'Sex' (Male selected, Female unselected), and 'Education' (Completed High School). Below these fields is an 'Avatar' section with seven icons, the fourth of which is selected. At the bottom are 'Reset' and 'Update profile' buttons.

Submenu: change your password & edit your data profile.

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

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“Scegli partita attiva” iniziare a giocare

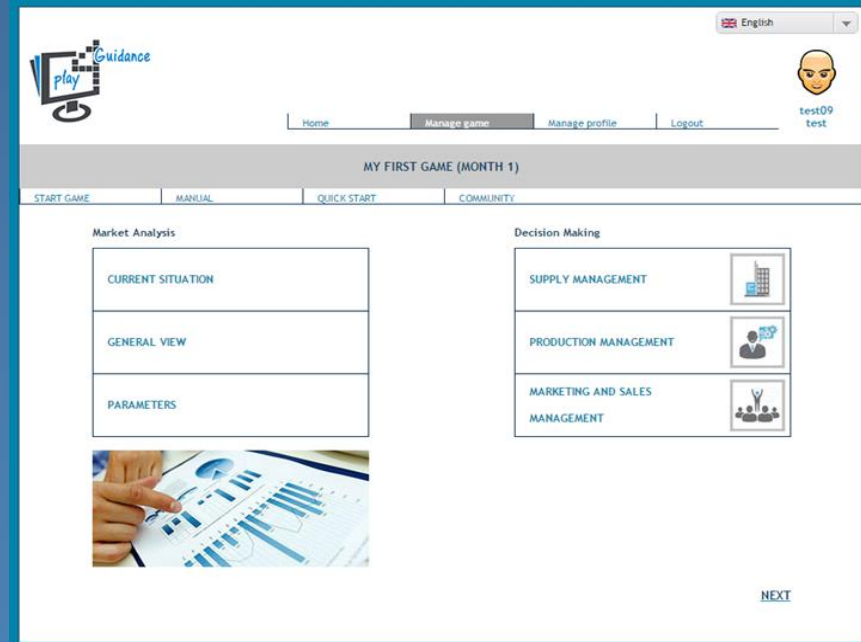


The screenshot displays the Play4Guidance user interface. At the top left is the logo, a computer monitor with 'play' on the screen and 'Guidance' written next to it. In the top right corner, there is a language dropdown menu set to 'English' and a user profile icon for 'test09 test'. Below the logo is a navigation menu with 'Home', 'Manage game' (highlighted), 'Manage profile', and 'Logout'. On the left side, there is a 'Manage games' sidebar with buttons for 'New game', 'Choose active' (highlighted), 'View completed', 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The main content area is titled 'ACTIVE GAMES' and contains a table with one row of game data and a 'Select' button.

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

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Home page del gioco:



Analizza il mercato : accede alle informazioni correnti

Prendi le decisioni: inserisci le tue scelte

“Avanti”: accede alla pagina analizza il mercato



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Pagina “Analizza il mercato” :

The screenshot shows the 'Analizza il mercato' (Market Analysis) page in the Play4Guidance software. The interface includes a navigation bar with links for Home, Manage game, Manage profile, and Logout. The main content area is divided into three sections: Last round results, General view, and Ranking list. The General view section contains a grid of management options: Supply Management, Production Management, Marketing and Sales Management, Overall Results of Management, and Market Research. The Ranking list section shows a bar chart of company values and a table of results.

MARKET SITUATION AT MONTH 1 (MY FIRST GAME - GAME OPEN)

START GAME | MANUAL | QUICK START | COMMUNITY

Last round results

- SUPPLY MANAGEMENT
- PRODUCTION MANAGEMENT
- MARKETING AND SALES MANAGEMENT
- OVERALL RESULTS OF MANAGEMENT
- MARKET RESEARCH

General view

- CURRENT SITUATION
- GENERAL VIEW
- PARAMETERS
- DOWNLOAD DECISION HISTORY

Ranking list

Total value of the company (Euro)

Rankings position	Total value of the company (Euro)
1	100,000
2	100,000

test09 test

Other companies

BACK **NEXT**

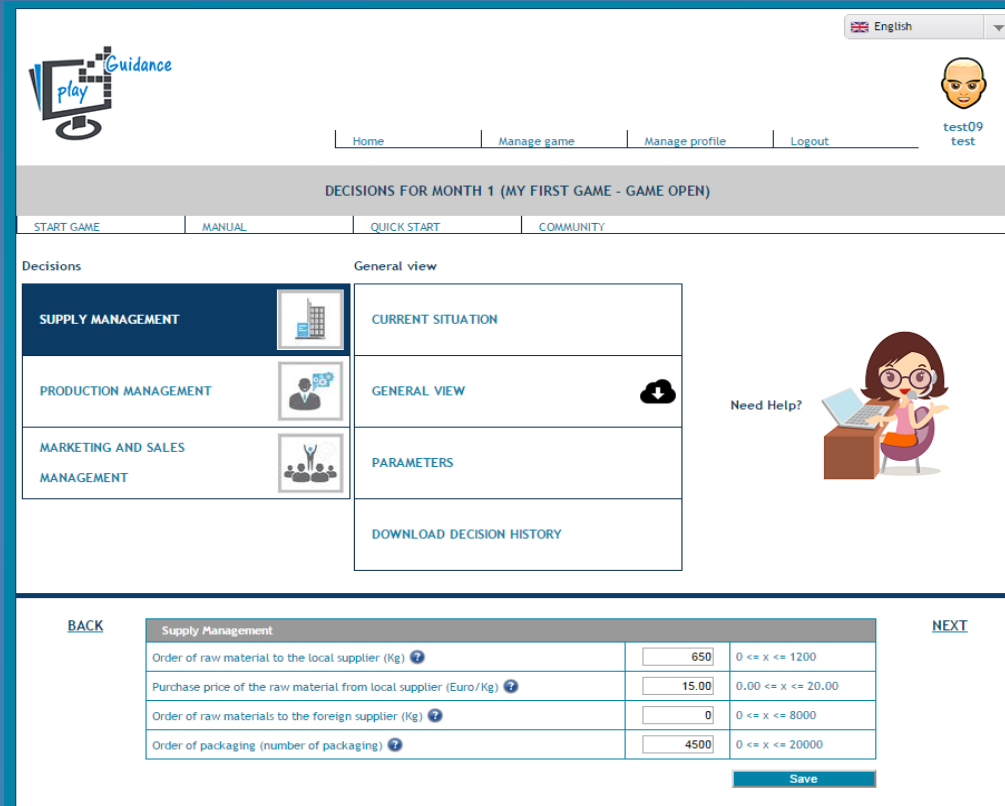
Supply Management	
Results	
Raw material purchased from local supplier (kg)	650
Raw material purchased from foreign supplier (kg)	0
Total purchase cost of the raw material (Euro)	9,750

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- ✓ Il bottone: **“Situazione corrente”**: mostra I dati delle ultime decisioni prese
- ✓ Il bottone **“vista generale”**: mostra I dati di tutti I turni giocati
- ✓ Il grafico in alto a destra **“Classifica”**: mostra il valore complessivo dell’azienda.

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La pagina “Decisioni” :



The screenshot displays the 'Decisions' page for 'MONTH 1 (MY FIRST GAME - GAME OPEN)'. The interface includes a navigation menu with 'Home', 'Manage game', 'Manage profile', and 'Logout'. A user profile 'test09 test' is visible in the top right. The main content area is divided into a left sidebar with 'SUPPLY MANAGEMENT', 'PRODUCTION MANAGEMENT', and 'MARKETING AND SALES MANAGEMENT'. The 'General view' section contains 'CURRENT SITUATION', 'GENERAL VIEW', 'PARAMETERS', and 'DOWNLOAD DECISION HISTORY'. A 'Need Help?' icon is also present. At the bottom, a 'Supply Management' table allows users to input values for raw material orders and packaging, with a 'Save' button.

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

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- ✓ I bottoni nella sezione **"Decisioni"**: permettono di immettere le proprie scelte relativamente a ciascun gruppo di variabili
- ✓ Si introducono le decisioni nel Sistema cliccando **"Salva"**



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Notate che:

- ✓ i **valori** proposti sono **gli stessi** (dei turni precedenti) ad eccezione di alcune variabili
- ✓ I dati si **salvano** cliccando **“Salva”**
- ✓ È possibile **“Savare” più di una volta**



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- ✓ Il bottone **“vista generale”**: mostra I dati delle decisioni prese in precedenza.
- ✓ E' possibile ricevere dei suggerimenti cliccando **“serve aiuto”**

The screenshot displays the 'DECISIONS FOR MONTH 1 (MY FIRST GAME - GAME OPEN)' interface. It features a navigation menu with 'Home', 'Manage game', 'Manage profile', and 'Logout'. The main content area is divided into 'Decisions' and 'General view'. The 'Decisions' section includes 'SUPPLY MANAGEMENT', 'PRODUCTION MANAGEMENT', and 'MARKETING AND SALES MANAGEMENT'. The 'General view' section includes 'CURRENT SITUATION', 'GENERAL VIEW', 'PARAMETERS', and 'DOWNLOAD DECISION HISTORY'. A 'Need Help?' icon is also present. At the bottom, a table for 'Supply Management' allows users to input values for various parameters, with a 'Save' button below it.

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"/>	$0 \leq x \leq 20000$

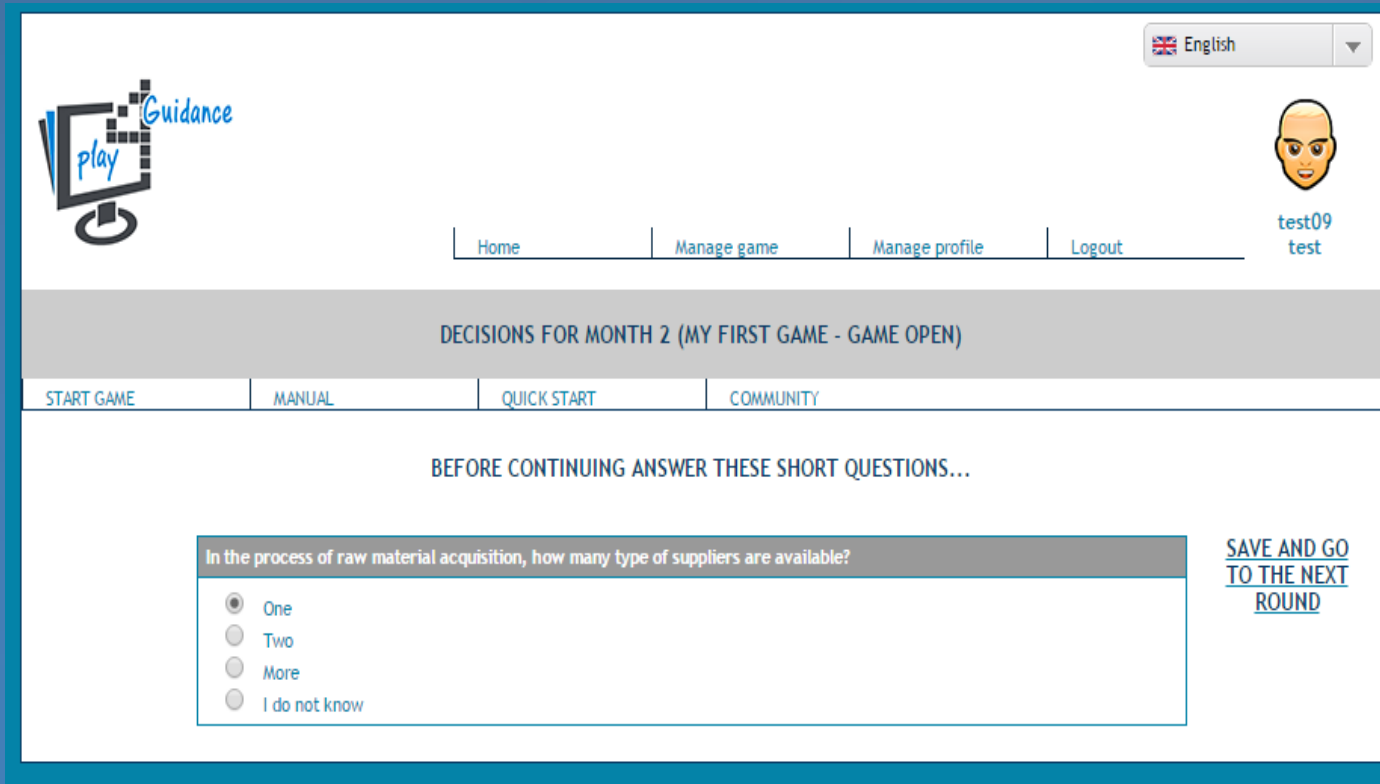
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Riassunto di tutte le decisioni & **conferma:**

BACK		CONFIRM DECISIONS - END ROUND	
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 ?	<input type="text" value="Deferred payment"/>		
Assumptions (number of workers) ?	<input type="text" value="0"/>	$0 \leq x \leq 12$	
Dismissal ?	<input type="text" value="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) ?	<input type="text" value="No Purchase"/>		

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Rispondi ad alcune **domande:**



The screenshot displays 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' below it. A navigation bar contains 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)'. Underneath the header bar is another navigation bar with four buttons: 'START GAME', 'MANUAL', 'QUICK START', and 'COMMUNITY'. The main content area features the text 'BEFORE CONTINUING ANSWER THESE SHORT QUESTIONS...'. A question box contains the text 'In the process of raw material acquisition, how many type of suppliers are available?' and four radio button options: 'One', 'Two', 'More', and 'I do not know'. To the right of the question box is a button labeled 'SAVE AND GO TO THE NEXT ROUND'.