



# Game Catalogue



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Would you like to have enthusiastic and engaged employees? Learn by doing! Our ready-made and custom games are a proven success. Creativity, flexibility and our experience with a wide variety of customers make Businessgameshop.co.uk an ideal partner.

## About Businessgameshop.co.uk

Founded in 2001, Businessgameshop.co.uk publishes management simulations, serious games and e-learning tools for the educational, private and public sectors. Our online capabilities allow us to develop custom made simulations. At this moment we provide simulations on topics like management, entrepreneurship, health care, investments, marketing communication, international trade, travel and leisure and CSR. As we are always developing, new simulations will be launched continuously.

### Our team

Our team consists of young and creative people who have close contact with the new generation of employees and students.



### Education

Our management simulations are perfect for educational purposes. Our simulations help students link theory with practice. Together with educational institutions, we develop custom scenarios in our simulations – which makes all of our simulations relevant to any course of study.

### Companies and government

Companies and governmental organizations profit from an appealing identity towards the latest generation of employees. With innovative marketing, recruitment and training our simulations appeal to this group. Combining internet, simulations, assessments meetings, competitions and training events makes your organization attractive.

#### More information

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## Game introduction: ProSim Advanced

In ProSim Advanced, players act as the managers of small trading companies. All teams are competitors in the same market and 'fight' over the same potential customers. The game is played in rounds, with each round representing 1 year of operations. As there is no minimum time period which must pass before the next round can be played, different rounds can be played on the same day should the players wish. When used as part of a university course, many professors choose to play 1 round each week.



### Subjects in the game

ProSim Advanced is a modular game, which means that it can easily be customised reflect the themes and concepts you wish to highlight. We can show or hide some of the different decisions, strategies and results so that the focus remains related to the content of a player's course.

The game's decisions consist of the following subjects:

- Marketing
- HRM
- Purchasing
- Distribution
- R&D
- Financials
- Market research
- Press releases
- Marketing campaigns

### Strategies

Strategies implemented in this game are:

- Competitive Advantage of Porter
- Growth strategy of Anshoff
- Managerial grid of Blake & Mouton
- BCG-Matrix of Boston Constanancy Group
- SWOT
- Mission/vision
- Targets
- Balanced Score Card of Kaplan & Norton
- DuPont Scheme
- Etc.





### Marketing campaigns

[Add new marketing campaign](#)



Competitors Discount Sportz ov

Discount Sportz (18/01/2010 10

[Full campaign](#)

Discount Sports, for best servic

Discount Sportz (18/01/2010 10

[Full campaign](#)



[Main](#) [Profile](#) [Communication](#) [Strategy](#) [Decisions](#) [Results](#) [Ranking](#) [Log off](#)



**AVANS ADT  
Management  
Simulation**

Login data

Products

[Main](#) > [Profile](#) > Login data

#### Your data

Current username

New password

Repeat new password

### Results

Results/given information in this game are: balance sheet, income statement, cash balance, sales & inventory, market research results, market shares, etc. This information should be possessed by players to determine their new decisions.

### Fast facts

- Online game
- Played in teams
- Competitive setting
- Easy to adjust with extra assignments and cases
- Amount of rounds: 4 to 12 (optimal around 7)
- Student time indication: avg. 1,5 hour per round
- Can be customised to reflect the look & feel of your university!

### How to assess players

There are 2 main possibilities to assess players:

1. The players have to give a short 'sales' presentation in front of all other players. In this presentation they have to sell their company by explaining its financial status, their future vision and the current image of their company. The tutor and other players play potential buyers and can ask questions.
2. The players log their decisions and strategies every round. At the end of the game the tutor can judge these papers/documents.

### More information

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## Game introduction: ProSim Production

In ProSim Production, players act as managers of a chocolate factory. The game is played in rounds, with each round representing 1 year of operation. There is no time period which must pass before the next round can be played, so different rounds can be played on the same day should the players wish.



### Subjects in the game

This game is focused on the financial control of the business. Below you'll find a few of the subjects which are featured in the simulation:

The game's decisions consist of the following subjects:

- Purchase machines
- Supplier choice
- Production overhead
- R&D
  - Better methods of waste/outburst
  - Lowering raw material us age
  - Increasing production capacity
- Production
  - Batch size
  - Quality
  - Waste
- Marketing
- Distribution
- Customer service



### Results

Results/given information in this game are: balance sheet, income statement, cash balance, sales & inventory, etc. This information should be possessed by players to determine their new decisions.

 Informatie van Jan Arendsz, productiemedewerker

**Productie per machine**

Je hebt de mogelijkheid om de productie te vergroten, ten koste van de kwaliteit. Simpel gezegd verhoog je de snelheid van de machines met 60%. Je uitval neemt toe en de kwaliteit neemt evenredig af. 60% verhoging betekent dus 60% lagere kwaliteit.

Huidige snelheid: +10 % snelheid

Controleer de afgeleverde kwaliteit. Je capaciteit neemt met 5% af, maar grote gebreken vinden er hierdoor niet meer plaats.

**Productie**

Geef hieronder aan wat de productie per machine moet zijn.

**KZ-1000**  
Moderne machine met focus op energiezuinigheid en prestaties!

Chocoladetabletten(Productie: 50%, 250.000 eenheden)

**Strategisch plan**

bepalen van jullie onderscheidend vermogen, doelstellingen en visie (noodgedwongen) een strategische richting bepaald. Deze richting richt waar jullie jezelf de komende jaren op willen focussen en welke jullie van het meeste belang vinden voor de onderneming en het product.

Uit je mening van mening dat hiermee het meeste geld te verdienen valt. De strategie is onderzocht en samengevoegd in het strategisch plan. Hier kunnen jullie zien welke strategie zijn en lezen wat deze precies inhoudt.



Doelstellingen | Visie | Strategisch plan | Motivering

**Strategisch plan**

Analyse van jullie antwoorden en voorkeuren hebben voor een score van 85%. Dit betekent dat de meeste beslissingen op deze manier zijn gemaakt.

De andere strategieën en onderdelen van jullie strategieën zijn minder belangrijk. Bekijk de andere strategieën en onderdelen van jullie strategieën.

**KWALITEIT** ★

**KLANT/PARTNER** 

### Fast facts

- Online game
- Played in teams
- Competitive setting
- Easy to adjust with extra assignments and cases
- Amount of rounds: 4 to 12 (optimal around 7)
- Student time indication: avg. 1,5 hour per round

### How to assess players

There are 2 main possibilities to assess players:

1. The players have to give a short 'sales' presentation in front of all other players. In this presentation they have to sell their company by explaining its financial status, their future vision and the current image of their company. The tutor and other players play potential buyers and can ask questions.
2. The players log their decisions and strategies every round. At the end of the game, the tutor can judge these papers/documents.

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**The Chocolate Firm**

**C**

**Comm**

**Bedrijfsprofiel** **Verschill**

## Game introduction: Business Abroad Management Game

In the game BAM, players act as the managers of international bicycle companies. All teams are competitors and share the same goal: to become world leaders in bicycle production and sales.

Based on facts and events (demographic, political instability, climate, GDP, etc.), players determine strategic international decisions (such as building a factory in Brazil or in the UK, using an expat in China but a local manager in Denmark, etc).

The game is played in rounds, with each round representing 1 year of operations. As there is no minimum time period which must pass before the next round can be played, different rounds can be played on the same day should the players wish. After every round, a new country opens its borders. This means that teams start with only 4 countries to choose among for investment and sales and end the game with 10.



### Subjects in the game

ProSim Advanced is a modular game, which means that it can easily be customised reflect the themes and concepts you wish to highlight. We can show or hide some of the different decisions, strategies and results so that the focus remains related to the content of a player's course.

The game's decisions consist of the following subjects:

- Decisions per country:
  - Build factories
  - Build distribution center
  - Market research
- General policy
- Expat policy
- Sustainability (CSR)
- R&D
- Production sources
- Marketing

### Strategies

Strategies implemented in this game are:

- Competitive Advantage of Porter
- Growth strategy of Ansoff
- SWOT
- Mission/vision
- Targets
- Balanced Score Card of Kaplan & Norton
- Market definitions

### Results

Results/given information in this game are: balance sheet, income statement, cash balance, inventory, market research, profit contribution, sales summary, market research, balanced score card, etc. This information should be possessed by players to determine their new decisions.

AMSTERDAM

Main menu | Company data | Decisions | Results | Communication | Strategy | World | Log out

World | Exchange rates | Competition |

### Overview exchange rates

Exchange rates can vary between periods. Future rates are unknown at this moment. Examine the volatility of the exchange rate. This information is provided under the ge

	Present	Past	Change
 The Netherlands	€1.0000	€1.0000	0.00 %
 Australia	€0.6024	€0.5906	2.00 %
 United Kingdom	€1.4639	€1.4352	2.00 %
 Denmark	€0.1315	€0.1342	-2.01 %

AMSTERDAM

Main menu | Company data | Decisions | Results | Communication | Strategy | World | Log out |

Country decisions | General policy | Sustainability | Research and development | Production sources | Mark



**BAM** BUSINESS ABROAD MANAGEMENTGAME

- Wil zijn tik... julle...
- Gazella Corrupt??
- Gazella Corrupt
- KGL
- KGL

- Consumer's union war...
- Denmark opens its bo...

### Fast facts

- Online game
- Played in teams
- Competitive setting
- Easy to adjust with extra assignments and cases
- Amount of rounds: 4 to 12 (optimum around 7)
- Player time indication: avg. 60–90 minutes per round



### How to assess players

There are 2 main possibilities to assess players:

1. The players have to give a short 'sales' presentation in front of all other players. In this presentation they have to sell their company by explaining its financial status, their future vision and the current image of their company. The tutor and other players play potential buyers and can ask questions.
2. The players log their decisions and strategies every round. At the end of the game the tutor can judge these papers/documents.

### More information

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## Game introduction: TourOperator

In TourOperator, players act as managers of companies which organise and operate tours. All teams are competitors in the same market and thus compete over the same demand for vacations and availability of hotel beds. Players should make contracts with different hotels around the world (e.g.: Thailand, Switzerland and Brazil).

The game is played in rounds, with each round representing 1 year of operation. There is no time period which must pass before the next round can be played, so different rounds can be played on the same day should the players wish. When used as part of a university course, many professors choose to play 1 round each week.



### Subjects in the game

TourOperator is a modular game, which means that it can easily be customised reflect the themes and concepts you wish to highlight. We can show or hide some of the different decisions, strategies and results so that the focus remains related to the content of a player's course.

The game's decisions consist of the following subjects:

- Purchasing (beds)
- Distribution (franchise shops/reservations)
- Presentations (movies can be uploaded by players!)
- Market research
- HRM (hostesses and working circumstances)
- Promotion (TV/radio/direct mail/etc.)
- Financial
- Press releases

### Strategies

Strategies implemented in this game are:

- Competitive Advantage of Porter
- Growth strategy of Anshoff
- SWOT
- Mission/vision
- Targets
- Balanced Score Card of Kaplan & Norton
- Market definitions
- Etc.

### Results

Results/given information in this game are: balance sheet, income statement, cash balance, occupation degree, hotel results, market research, market share, balanced score card, etc. This information should be possessed by players to determine their new decisions.



### Fast facts

- Online game
- Played in teams
- Competitive setting
- Easy to adjust with extra assignments and cases
- Amount of rounds: 4 to 12 (optimal around 7)
- Student time indication: avg. 1,5 hour per round

### How to assess players

There are 2 main possibilities to assess players:

1. The players have to give a short 'sales' presentation in front of all other students. In this presentation they have to sell their company by explaining its financial status, their future vision and the current image of their company. The teacher and other students play potential buyers and can ask questions.
2. The players log their decisions and strategies every round. At the end of the game the teacher can judge these papers/documents.

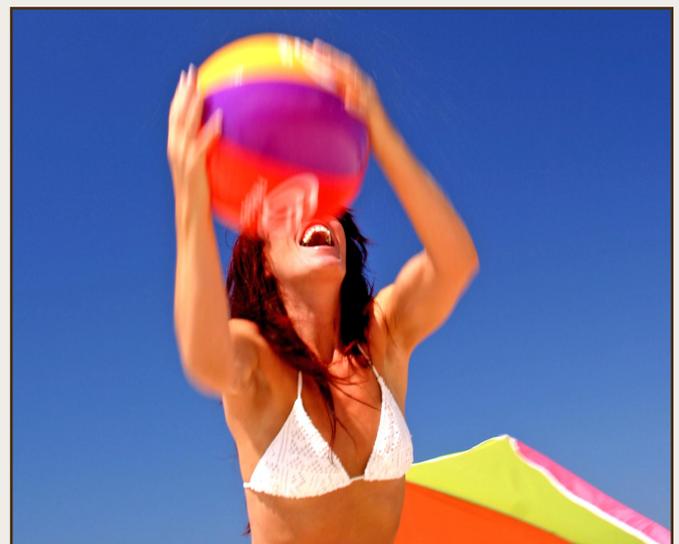
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## Some of our customers

