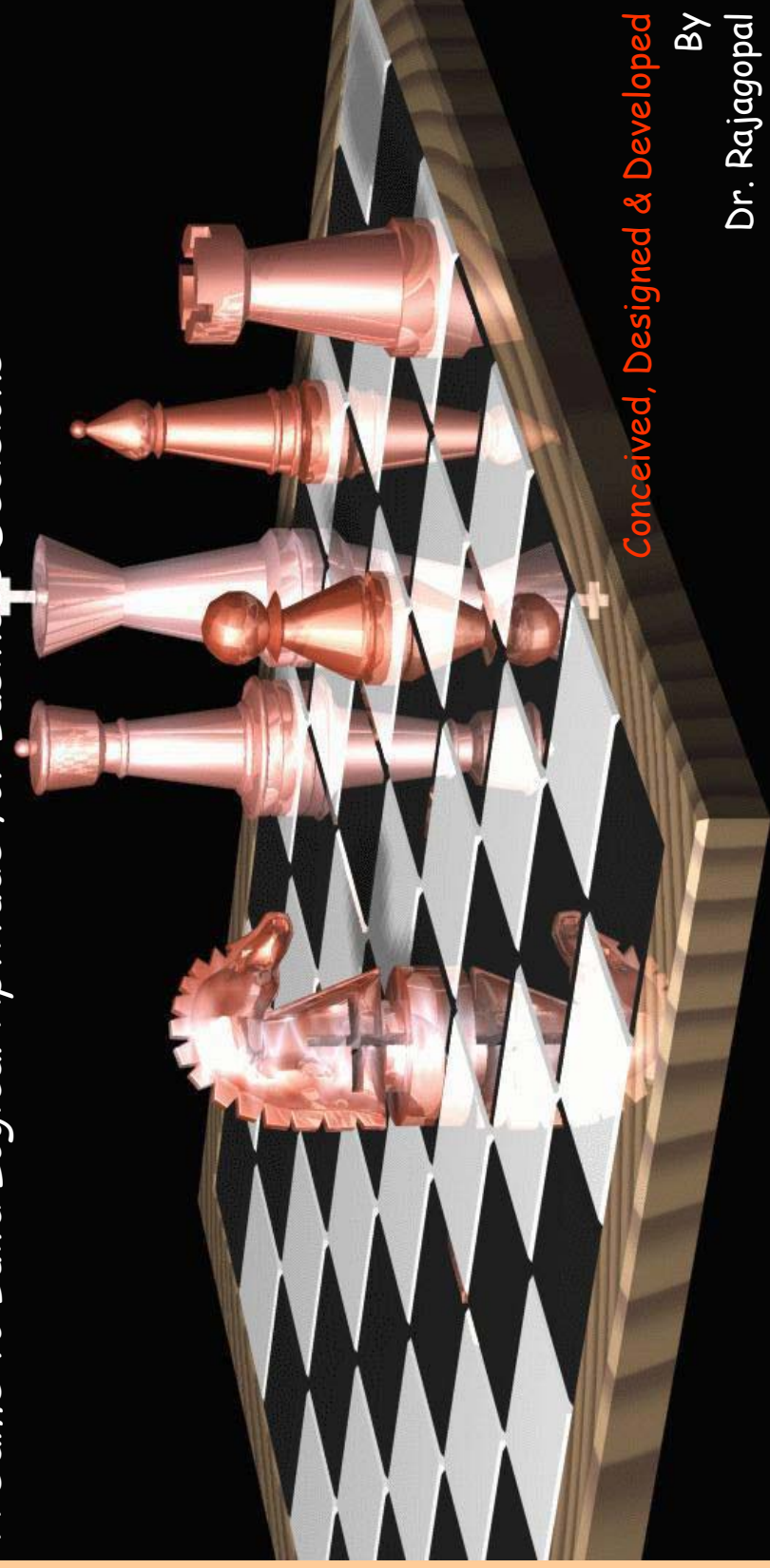


Strategic Moves

The Business Chess

A Game to Build Logical Aptitude for Business Decisions

Concept Demo



Conceived, Designed & Developed

By

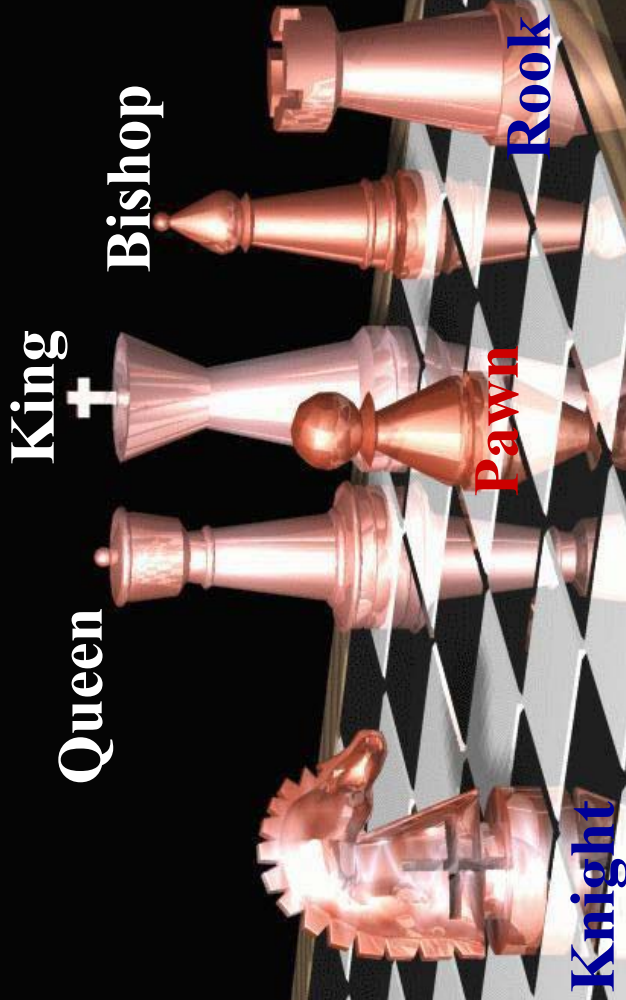
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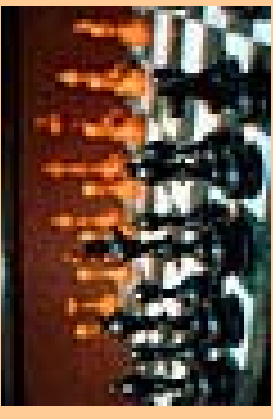
The Icons

Understanding the Moves



Strategic Moves- Beginning

A Game to Build Logical Aptitude for Business Decisions



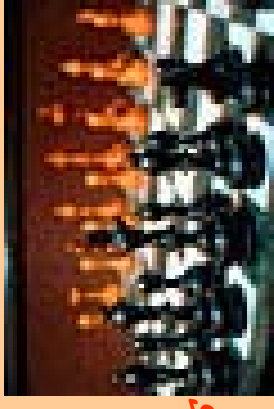
- This game is based on the cases or performance data of the given companies to the teams.
- The teams have to base their decisions in reference to the given data or the company profiles.
- There are two strategic decision lines for each player-
 - Hardliner and Front Liner. The hardliner issues are located on the row A1 and frontliner issues are placed on row B1
- The game has to played minimum 5 rounds and the strategic decisions need to be reported by the player. The decisions should also be quantified based on the decision score card.
- Each round of play can be based on the same case or different case.
- The players should also consider the external environment interventions during the game-such as legal announcements, tax slabs, dividend implecations, foreign exchange restrictions, quality standards, employment, voting rights of Directors etc.

H1	New Concepts R & D	Sementation Pricing	Product Strategy	Shareholder Value, Lead, & Results	Business Expansion	Distribution & Supply Chain	Sales and Promotion Strategies	MIS Analysis
G1	Demand, use Value decision	Consumer Behaviour	Product-line Tracking	Customer Values	Agressive Move	Channel Selection	Creative-mix Sales Force	Market Performance Reports
F1								
E1								
D1								
C1								
B1	Demand, use Value decision	Consumer Behaviour	Product-line Tracking	Agressive Move	Customer Values	Channel Selection	Creative-mix Sales Force	Market Performance Reports
A1	New Concepts R & D	Sementation Pricing	Product Strategy	Business Expansion	Shareholder Value, Lead, & Results	Distribution & Supply Chain	Sales and Promotion Strategies	MIS Analysis

A B C D E F G H 4

Strategic Moves- Objectives

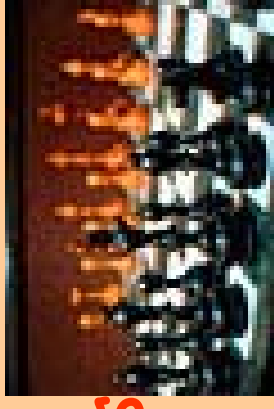
A Game to Build Logical Aptitude for Business Decisions



- To develop decision making skills in a multiple functions business environment,
- To develop logical aptitude among the players in reference to the competitor moves in the operating market,
- To understand possible strategy combinations in each market move and its consequences,
- To implement marketing strategies rationally to optimize the results,
- To learn competitor signals and develop skill to outwit and outperform in the marketing moves, and
- To impart knowledge on the integrated and split decisions in various marketing moves to achieve sustainable impact

Strategic Moves- Icon Movements

A Game to Build Logical Aptitude for Business Decisions



- A & H-Vertical and Horizontal
- B & G-3 Quadrants left or right in rectangular motion
- C & F-Diagonal movement on the same colour quadrants
- D-Free movement on all directions
- E-Only one quadrant in any directions
- B1 Row Icons- One quadrant straight and diagonal for interception
- If an icon reaches in the territory of rival in any quadrant in the H1 row shall gain the status of a own subsidiary company with the principal attributes of the destination quadrant.
- The game can be withheld if only the icon of E quadrants of both the teams remains on board
- The game can be declared as won or outwitted the competitor if the Icon of E quadrant of either side is frozen.

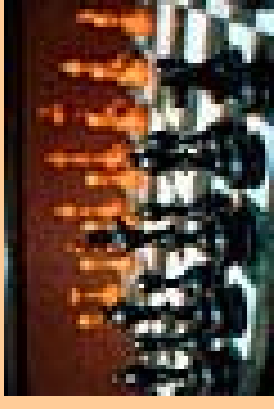
H1	New Concepts R & D	Sementation Pricing	Product Strategy	Shareholder Value, Lead, & Results	Business Expansion	Distribution & Supply Chain	Sales and Promotion Strategies	MIS Analysis
G1		Pricing	Product-line Tracking Penetration	Customer Values	Agressive Move		Creative-mix Sales Force	Market Performance Reports
F1	Demand, use Value decision	Brand Extn.	Diversification				High Price-High Promotion	High Price- Non Price FActor
E1		Consumer Behaviour				Channel Selection	Low Price-High Competitive Advantages	Low Price-Low Promotion
D1	Market Research Studies	Buying Consultancy	Product-line Tracking	Agressive Move		Product Strategy		Market Performance Reports
C1	Information Costs	Risk Management					Creative-mix Sales Force	
B1	Demand, use Value decision	Consumer Behaviour	Business Expansion		Customer Values	Channel Selection		
A1	New Concepts R & D	Sementation Pricing		Shareholder Value, Lead, & Results	Shareholder Value, Lead, & Results	Distribution & Supply Chain	Sales and Promotion Strategies	MIS Analysis

A B C D E F G H 7

and Business Cases

Strategic Moves- Situations

A Game to Build Logical Aptitude for Business Decisions

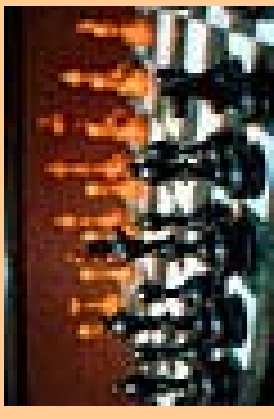


- The movement of any icon to the admissible quadrants should be selected choosing the situation the decision table. For example:
 - CB1-Product positioning by attributes
 - CC1-Positioning by user groups
 - CD1-Product positioning by price
 - B1CC1-Adding more items to product line
 - B1CD1-Developing new product categories
 - B1CE1-**Intercept**- Stretching product line upward to class customers
 - B1DC1-Expansion of retail outlets
 - B1DD1-Developing retail infrastructure
 - DB1-Preparing for frontal attack to out perform competitor
 - DG1-Entering the decision matrix-Penetration
- The Icon will always hold its parent quadrant identity, though it may reach any quadrant
- The Icon has to be moved from one place to another only on “accepting” the situation.

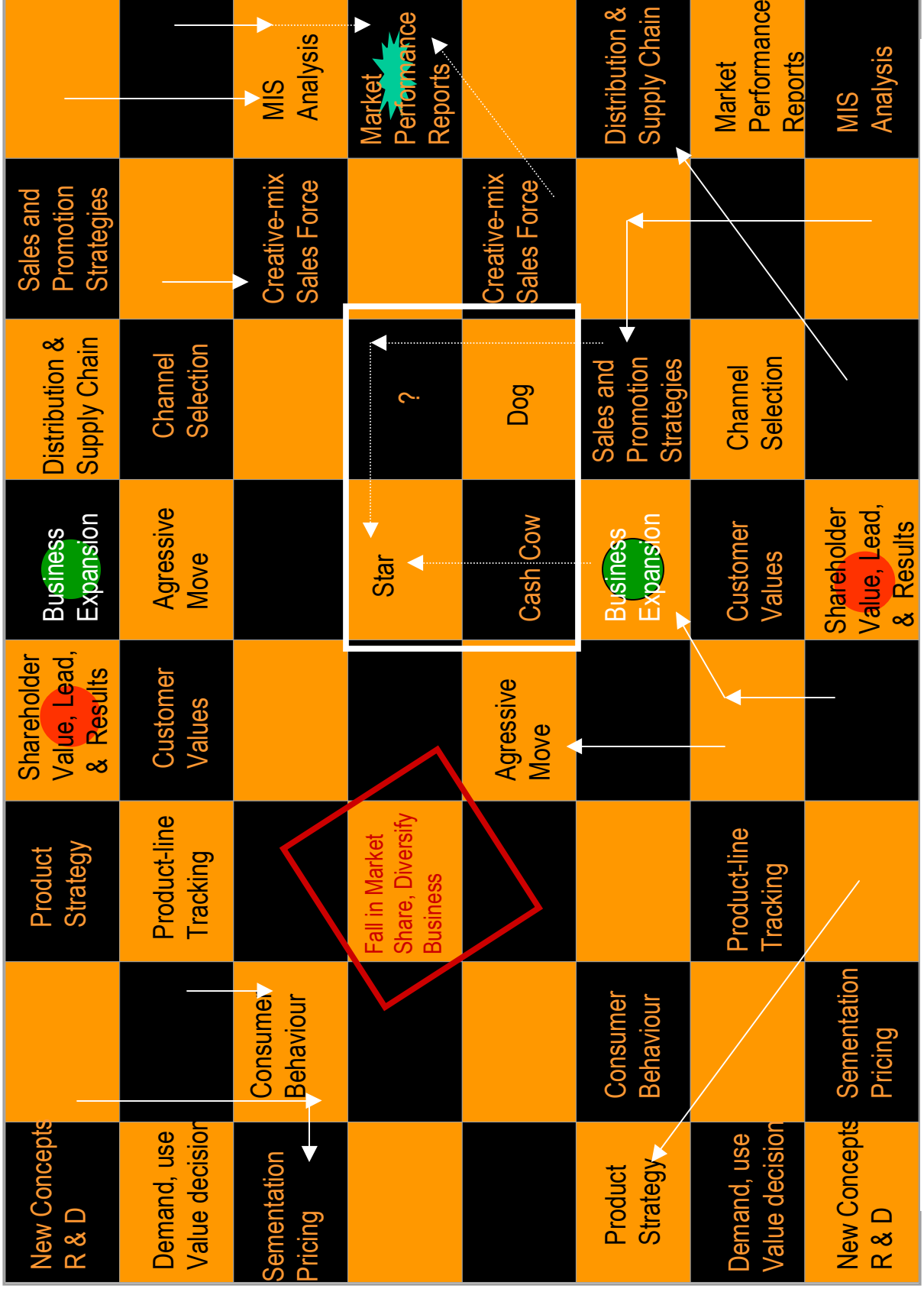
Strategic Moves

Logical Consequences

A Game to Build Logical Aptitude for Business Decisions



- The icon may be placed in any quadrant agreeing to the situation but the consequences should also agreed upon to confirm the move.
- The consequences of the moves are as following (Example)
 - CB1-Product positioning by attributes - **Acceptable to consumers**
 - CC1-Positioning by user groups- **Can Operate in Niche market**
 - CD1-Product positioning by price-**Increasing price may cause losing mass**
 - B1CC1-Adding more items to product line-**Attract new consumer segments**
 - B1CD1-Developing new product categories-**Prone to high risk of market**
 - B1CE1-**Intercept**- Stretching product line upward to class customers - **Product abandoned in the class market**
 - B1DC1-Expansion of retail outlets- **Good competitive strategy**
 - B1DD1-Developing retail infrastructure- **High investment low short term returns**
 - DB1-Preparing for frontal attack to outperform competitor- **Low resources**
 - DG1-Entering the decision matrix-**Penetration- Low risk High returns**



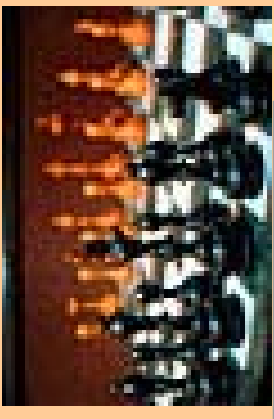
A B C D E F G H I 10

THE BUSINESS CANVAS

Strategic Moves

Consequences-Decision Score Card

A Game to Build Logical Aptitude for Business Decisions



Moves	Logical Consequence	Quantitative Implications (\$)				Decision Score
		Market Share	Gross Sales	Marketing Cost	Gross Profit	
CC1	Improved product features	28987 (+0471)	1763.66 (+174)	986.44 (+286.11)	138.99 (-34.18)	224.22
BIDD1	Consumer campaign On brand extension	No Change	No Change	1127.87 (+141.43)	133.87 (-5.12)	34.07
DB1	Expanding retail network	31222 (2235)	2065.92 (302.26)	1036.86 (50.42)	152.83 (13.84)	650.37
DEC1	Targeting new products/segments	33976 (2754)	2255.65 (189.73)	1196.55 (159.69)	174.23 (21.4)	781.20
FHC1	Automation of distributor network	33995 (19)	2399.64 (143.99)	1782.71 (-586.16)	182.41 (8.18)	-103.75
GC1	Creating consumer clubs	No Change	No Change	No Change	No Change	0
GD1	Kaizen	No Change	No Change	1276.64 (-506.07)	172.16 (-10.25)	129.07
GFC1	Tie-up Promotion	35427 (1432)	2699.34 (299.7)	1386.35 (109.71)	198.54 (26.38)	466.93

Dr. Rajagopal, Professor, ITESM, Mexico City
The Business Chess

Strategic Moves

Evaluation of the Game

A Game to Build Logical Aptitude for Business Decisions

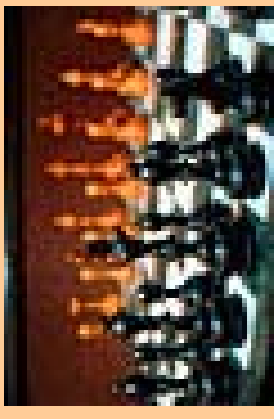


- The teams should play minimum 5 boards either with computer simulated program or with other team physically
- Each board will carry maximum 5000 points and 100 moves.
- If the teams will not be able to win the board until 100th move, the game will be halted at that point.
- The average of all the board scored played will earn points per 100.
- Game Log Book-Movement Log, Situation and Cosequence Acceptance Log, Decision Score Log, Interception log
- This game can be played as a part of the course on Strategic Marketing, Principles of Marketing, Business Organizations and Competitor Analysis
- The teams should play under changing case environments for better learning prospects.

Strategic Moves

Value Additions

A Game to Build Logical Aptitude for Business Decisions

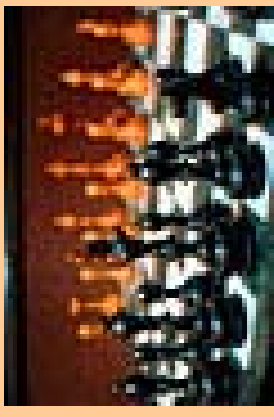


- The report on the game submitted by the teams in accordance with their strategic moves would provide good application issues for classroom discussion.
- Many new situations and consequences can be added for the new company profiles by the player teams.
- Presently there are about 987 company profiles and over 1600 situations and consequences.
- This game can be played also for specific products or services under the modified situations
- The soft version of this game is under planning stage.
- It is proposed that the software of this game would provide room for two or more team to play simultaneously through proxy server under LAN/WAN environment

Strategic Moves

Team Corridors

A Game to Build Logical Aptitude for Business Decisions

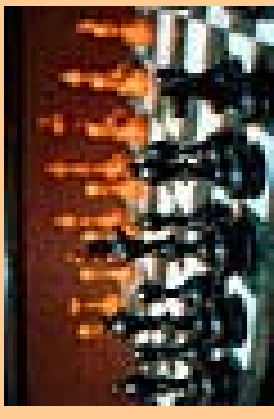


- The game can be paused at any time and the last move on the board can be stored with indication of team name that played the last move.
- The product specific boards created so far are:
 - Cosmetics
 - Pharmaceuticals
 - Diet Products
 - Processed Food
 - Automobile
- The services specific boards include:
 - Health Care
 - Aviation
- The teams can choose any corridor and identify the case/company to play the required number of boards.

Strategic Moves

Modelling Requirements

A Game to Build Logical Aptitude for Business Decisions



- Reday Reckoner for manual board simulation
- Data reorganization for all companies and market trends
- System support for building the PC compatibility
- Cosmetic support in simulation exercise-Music,speeches of board meetings, visuals, web links
- Reasearch on company profiles and data entry in the Excel to enable the case exercises independent of simulator
- Time schedule six months from the date of project inception
- Patenting and IPR processing
- Sponsors to the projects
- Marketing
- Web Support for virtual promotion

Thanks for initializing the
Business Chess

