

# ERP CASE STUDY

P R E P A R E D   B Y :   L U I S   M E I N G

OBJECTIVES:



01

**Reflection**

02

**Marketing and Sales POV**



## 1.1 Reflection

# Lemonade Tycoon 2



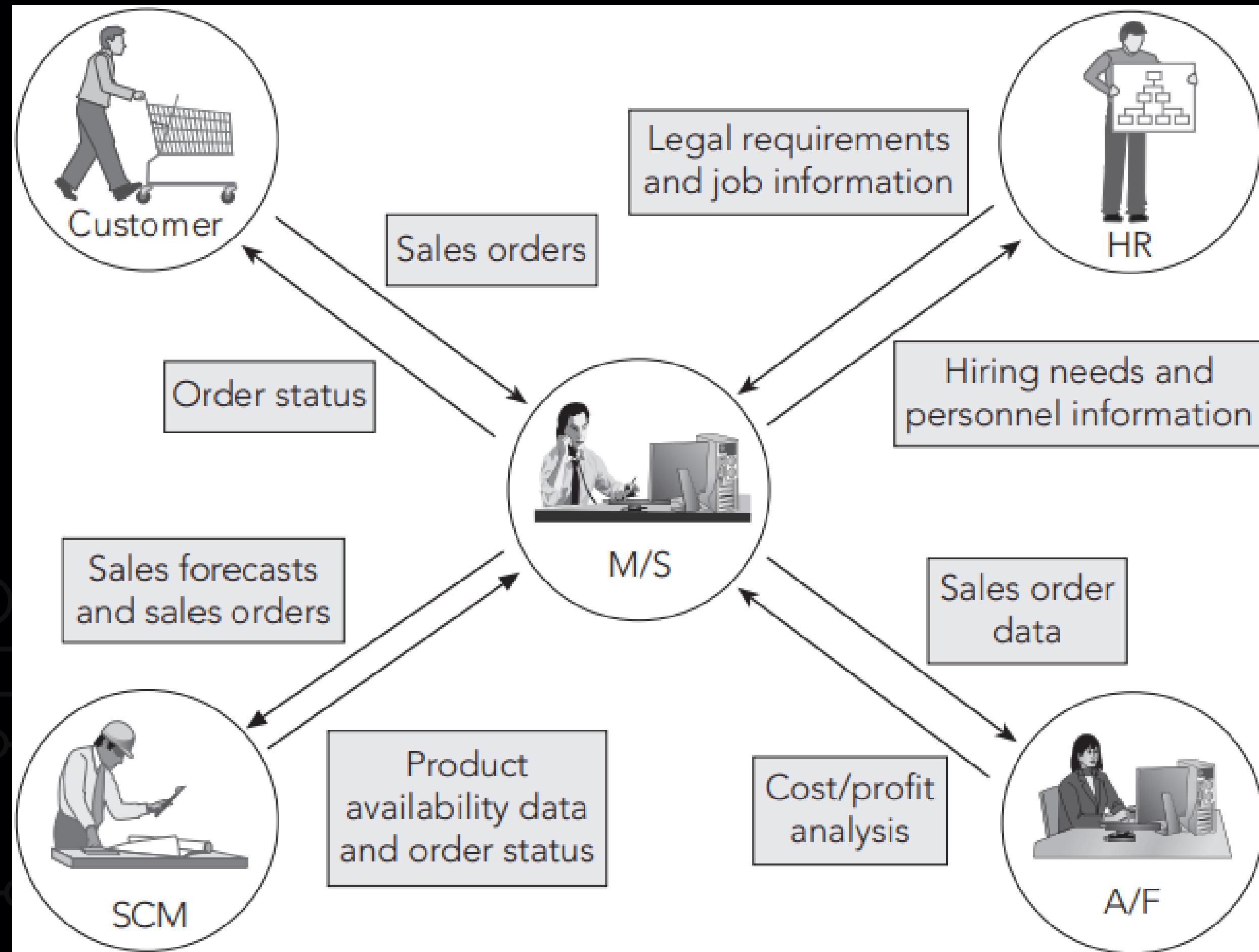
# Lemonade Tycoon 2

- Published in 2004 by MumboJumbo, LLC
- Chosen as the UI and the game mechanics are complicated but easy enough to understand

# Lemonade Tycoon 2

- Although the real world has more variables, the game is predictable
- ERP systems and analytics exist here

## 2.1 Marketing and Sales



## 2.1 Marketing and Sales

The screenshot displays the main menu of the game "LEMONADE TYCOON 2". The top navigation bar includes "Main Menu", "City View", "District View", and "Report". Below this is a toolbar with icons for "Open City Map display", "Today", "Snapshot", "Profit & loss", "Graphs", "Balance sheet", and "Stands". A "Overview" section features a yellow lemon character with a smiling face, followed by a progress bar labeled "Going Strong!". Key performance metrics are listed: Total Cups Sold (27), Total Revenues (\$54.00), and Net Profit (\$19.49). The "Cash Flow" section provides a detailed breakdown of bank account activity, bills, staff costs, marketing expenses, and stock purchases. The background shows a map of New York City with weather icons for different locations. A status message on the right indicates that the Statue of Liberty is handling more socialites than ever, and there are warnings about wasted stock in The Bronx (Avery) and Brooklyn (Vince). The bottom of the screen features a "START DAY" button.

**Total Cups Sold:** 27  
**Total Revenues:** \$54.00  
**Net Profit:** \$19.49

**Cash Flow**

Bank Account:	\$533.02
Bills:	
Permits:	\$15.00
Staff:	\$10.00
Marketing:	\$0.00
Stock:	\$9.16
<b>Total Cost:</b>	<b>-\$34.16</b>
<b>Available Cash:</b>	<b>\$498.86</b>

**LEMONADE TYCOON 2™**  
NEW YORK Year 1 Month 1 Day 13

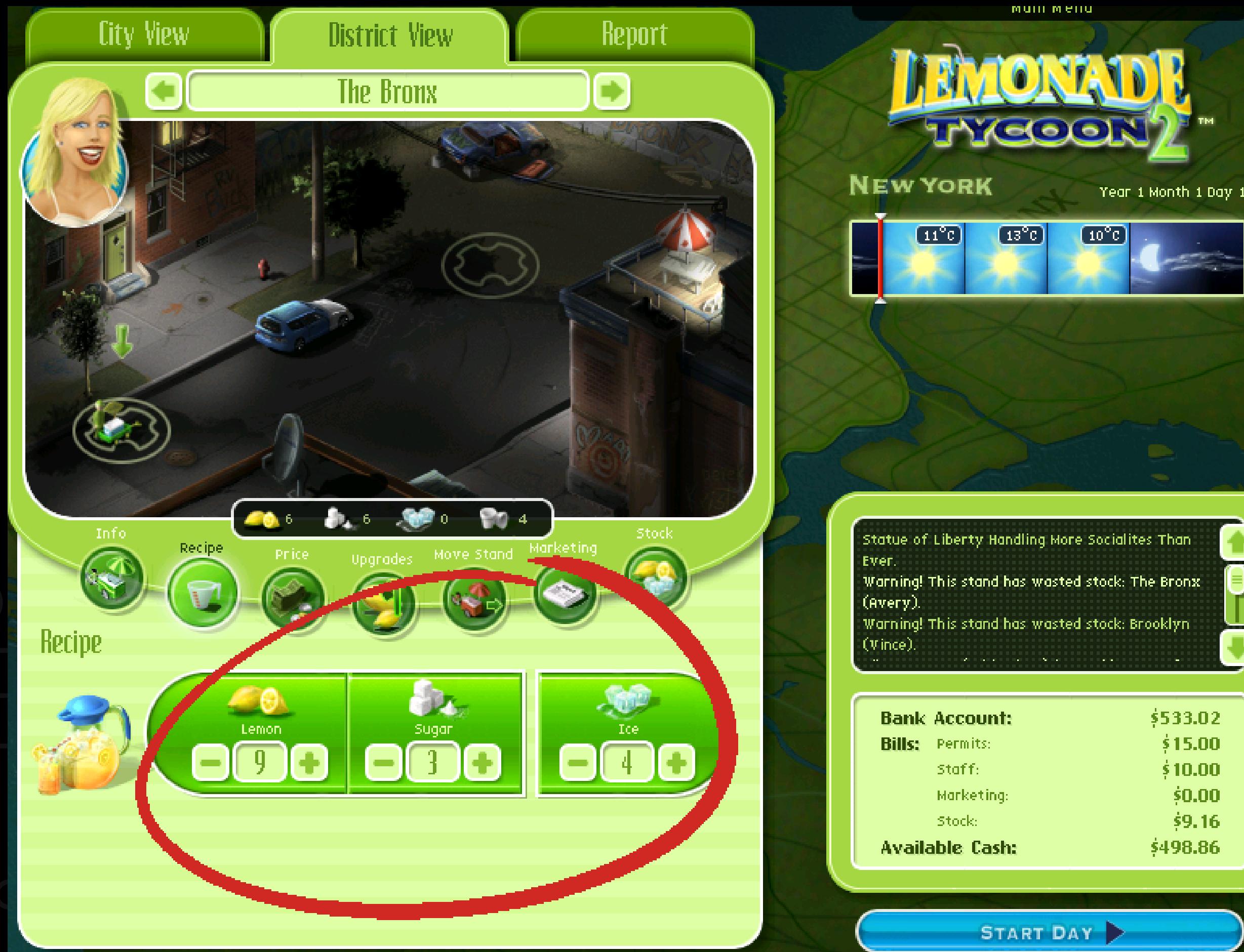
(C) 11°C 13°C 10°C

Status of Liberty Handling More Socialites Than Ever.  
Warning! This stand has wasted stock: The Bronx (Avery).  
Warning! This stand has wasted stock: Brooklyn (Vince).

**Bank Account:** \$533.02  
**Bills:** Permits: \$15.00  
Staff: \$10.00  
Marketing: \$0.00  
Stock: \$9.16  
**Available Cash:** \$498.86

**START DAY**

## 2.2 Marketing and Sales: To and From the Customer



## 2.2 Marketing and Sales: To and From the Customer

The screenshot shows the 'Snapshot' view of the Lemonade Tycoon 2 game interface. It displays various performance metrics for stands in The Bronx and Brooklyn.

**Most Profitable:** The Bronx / Avery

**Least Profitable:** Brooklyn / Vince

**Most Cups Sold:** The Bronx / Avery

**Fewest Cups Sold:** Brooklyn / Vince

**Most Customers:** The Bronx / Avery

**Fewest Customers:** Brooklyn / Vince

**Most Lost Sales:** The Bronx / Avery

**Most Stock Spoiled:** Brooklyn / Vince

**Most Overstock:** Avery and more

**Customers Feedback:**

Feedback Type	Count
Gold Star	8
Yellow Star	0
Red Star	0
Green Star	3
Blue Star	0
Red Heart	0
Blue Heart	1
Green Heart	0
Yellow Clock	8
Red Clock	0

A red oval highlights the 'Customers Feedback' section.

**Weather Forecast:** 11°C, 13°C, 10°C

**New York Map:** Shows the city layout with various stand locations.

**Statue of Liberty Handling More Socialites Than Ever.**

**Warning!** This stand has wasted stock: The Bronx (Avery).

**Warning!** This stand has wasted stock: Brooklyn (Vince).

**Bank Account:** \$533.02

**Bills:** Permits: \$15.00

Staff: \$10.00

Marketing: \$0.00

Stock: \$9.16

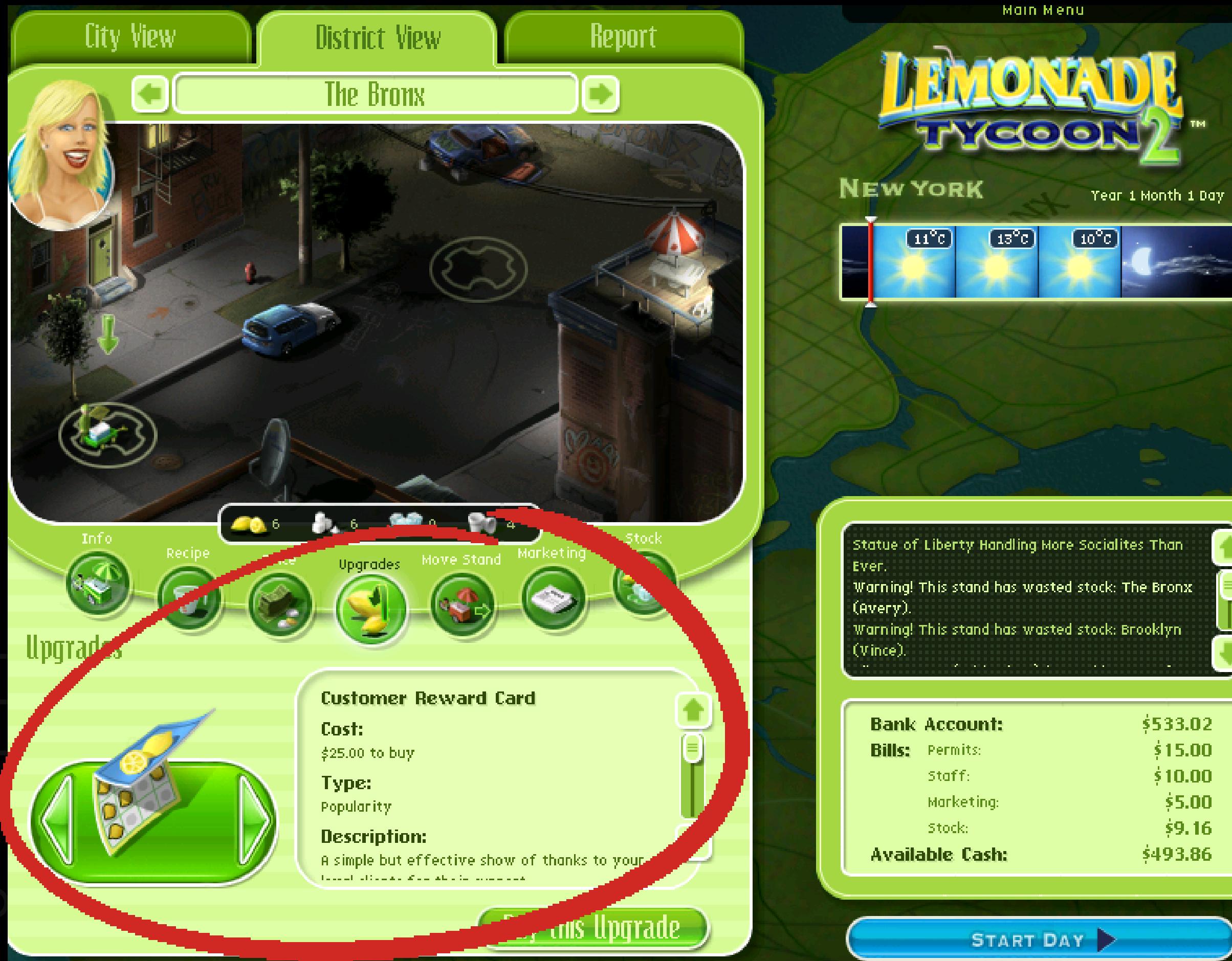
**Available Cash:** \$498.86

**START DAY**

## 2.2 Marketing and Sales: To and From the Customer



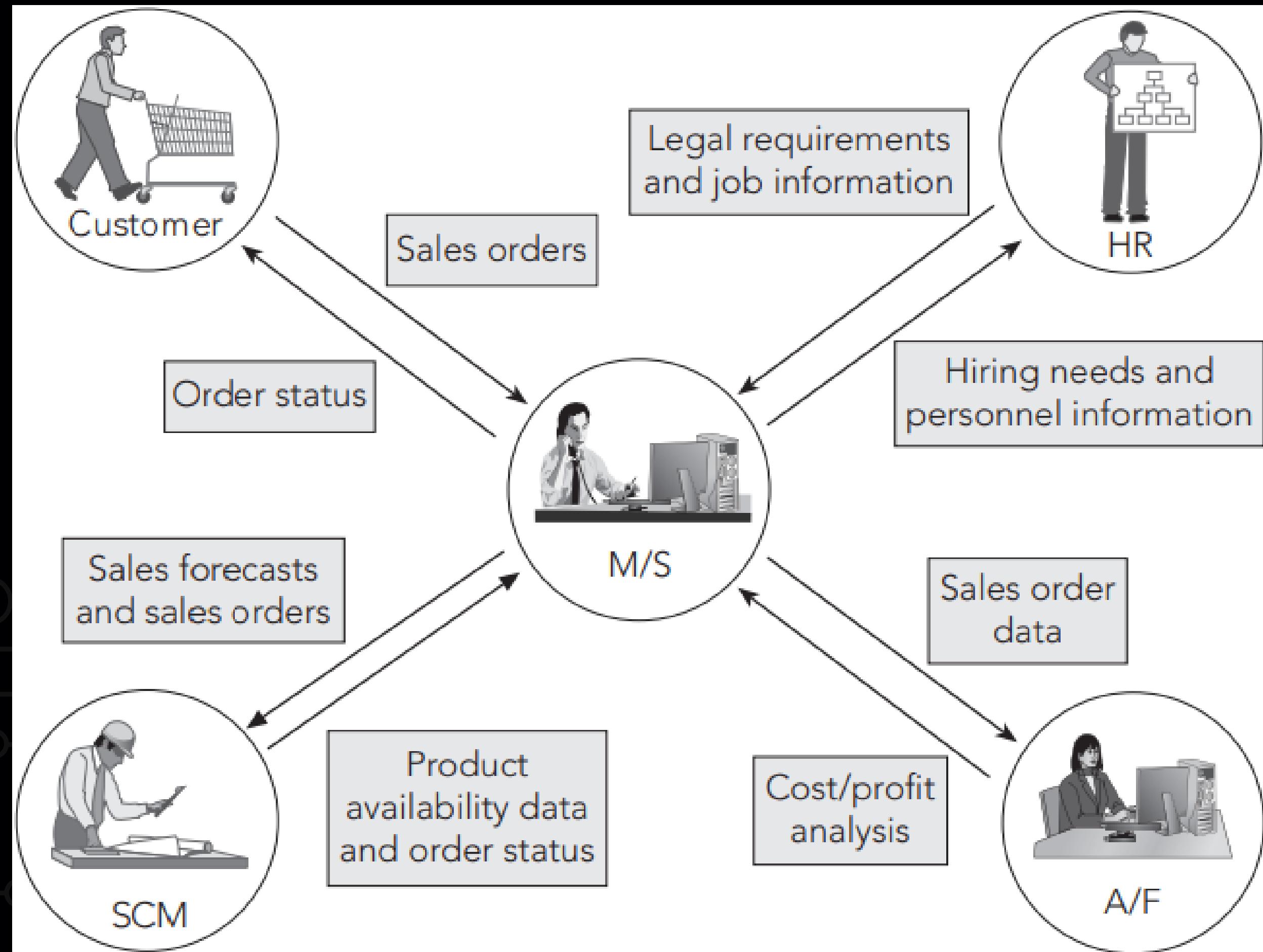
## 2.2 Marketing and Sales: To and From the Customer



## 2.2 Marketing and Sales: To and From the Customer



## 2.1 Marketing and Sales



## 2.3 Marketing and Sales: To and From SCM



## 2.3 Marketing and Sales: To and From SCM

The image displays two screenshots from the game *Lemonade Tycoon 2*, highlighting the integration of marketing and sales data with supply chain management.

**Screenshot 1: Marketing and Sales Data Visualization**

This screenshot shows the game's interface for monitoring performance metrics. At the top, there are three tabs: "City View", "District View", and "Report". The "Report" tab is selected, showing a "Graphs" section. Below this, there are six circular icons representing different reports: "Today" (receipt icon), "Snapshot" (camera icon), "Profit & loss" (up and down arrow with money icon), "Graphs" (chart icon), "Balance sheet" (book icon), and "Stands" (laptop and truck icon). A red circle highlights the "Graphs" section, which contains two line charts. The top chart tracks "Gross Profit" (green line), "Net Profit" (white line), and "Revenues" (orange line). The bottom chart tracks "Sales" (blue line) and "Visits" (pink line). The word "Overall" is centered between the two charts.

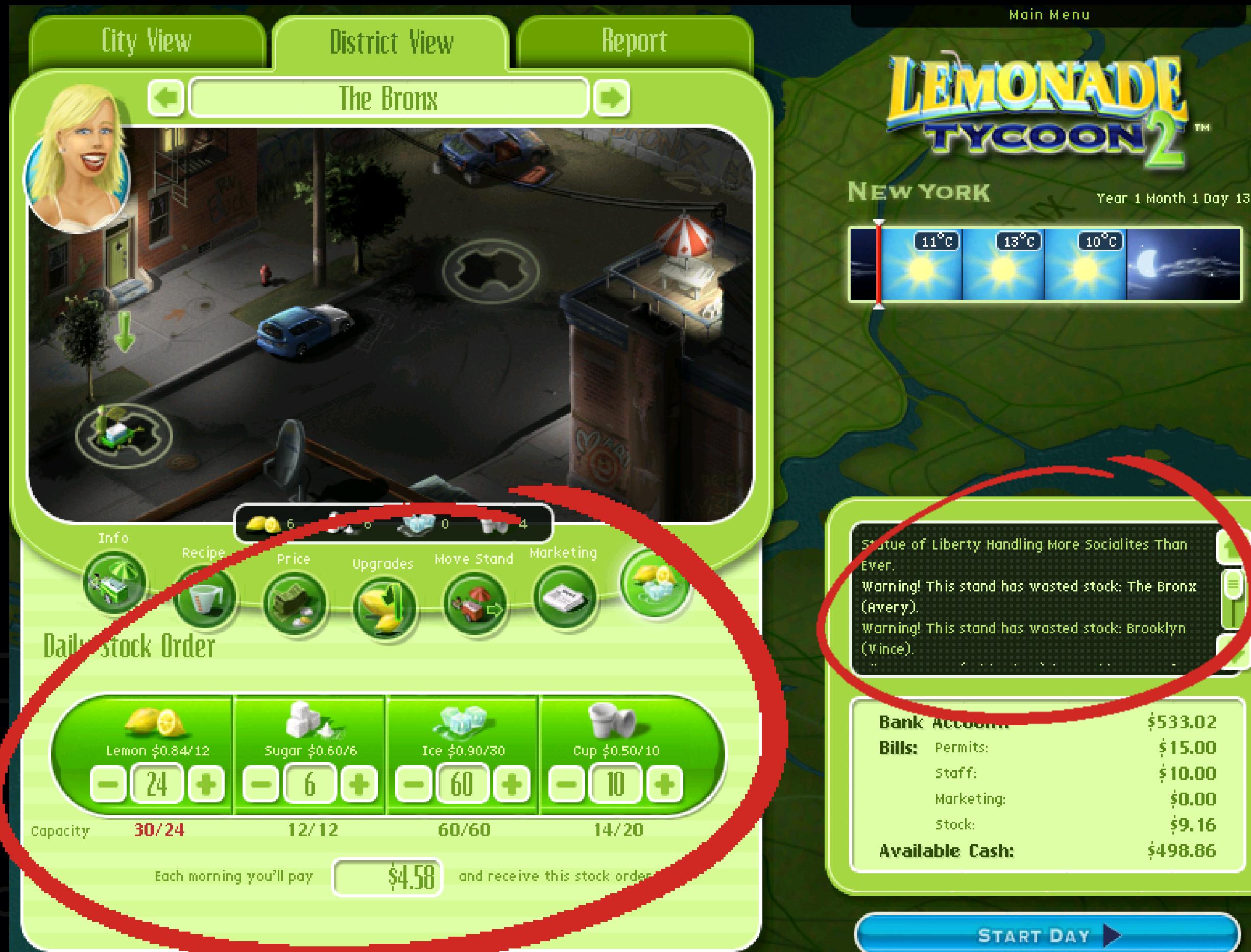
**Screenshot 2: Main Game Menu**

This screenshot shows the main menu screen. At the top right, it says "Main Menu" and "LEMONADE TYCOON™". The background features a map of New York City. In the center, it says "NEW YORK" and "Year 1 Month 1 Day 13". Below the map is a weather forecast for four locations: 11°C (sun), 13°C (sun), 10°C (sun), and a night icon. On the right side, there is a box containing status messages and a bank account summary. The status messages mention the Statue of Liberty handling more socialites than ever, and warnings about wasted stock at stands in The Bronx (Avery) and Brooklyn (Vince). The bank account summary shows:

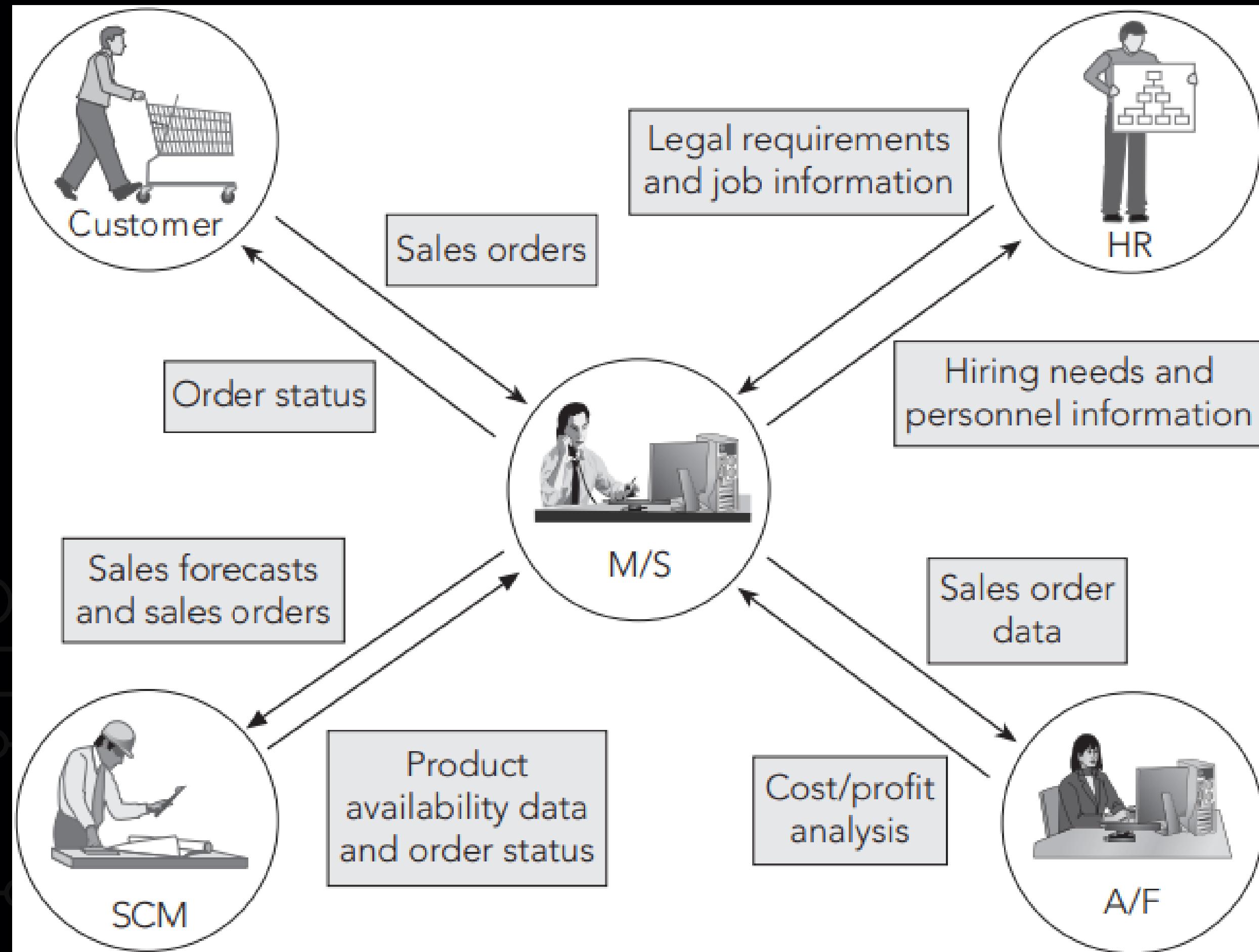
Bank Account:	\$533.02
Bills:	Permits: \$15.00
	Staff: \$10.00
	Marketing: \$0.00
Stock:	\$9.16
Available Cash:	\$498.86

At the bottom, a blue button says "START DAY" with a right-pointing arrow.

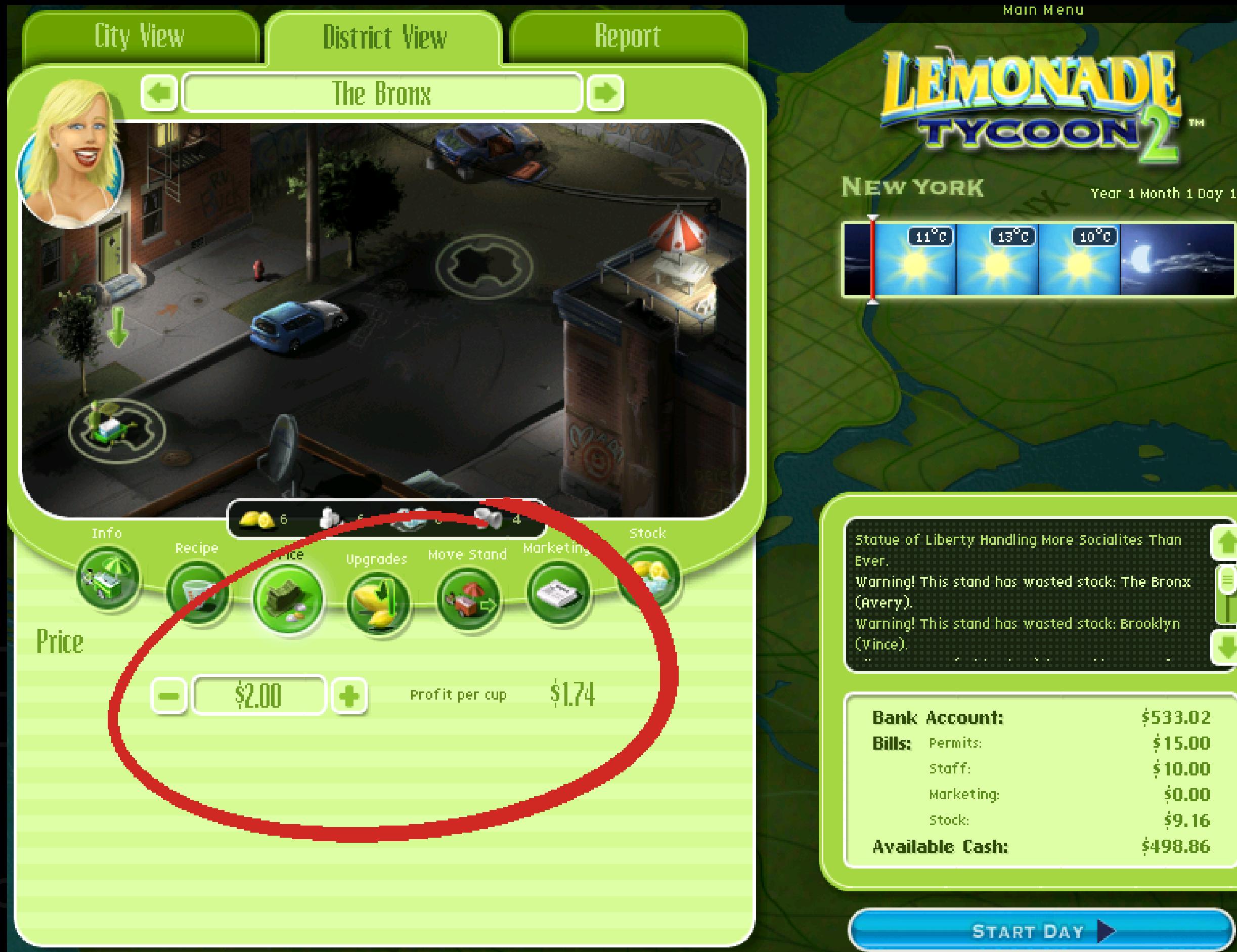
## 2.3 Marketing and Sales: To and From SCM



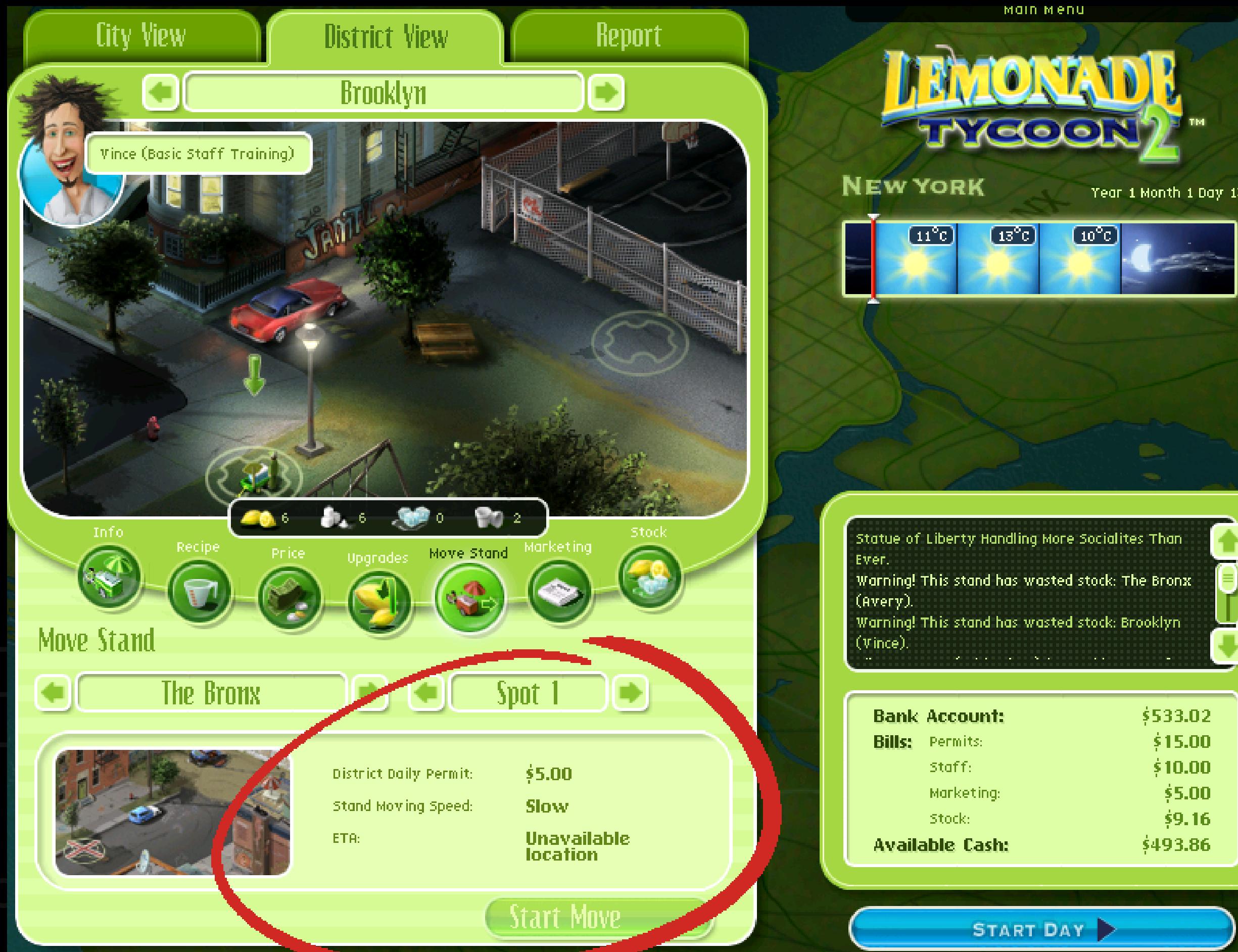
## 2.1 Marketing and Sales



## 2.4 Marketing and Sales: To and From Accounting and Finance



## 2.4 Marketing and Sales: To and From Accounting and Finance



## 2.4 Marketing and Sales: To and From Accounting and Finance

The screenshot displays the 'Snapshot' view of the Lemonade Tycoon 2 game interface. At the top, there are three tabs: 'City View', 'District View', and 'Report'. Below these are six icons: 'Today' (receipt icon), 'Snapshot' (camera icon), 'Profit & loss' (chart icon), 'Graphs' (bar chart icon), 'Balance sheet' (book icon), and 'Stands' (laptop icon). The main area is titled 'Snapshot' and contains the following data:

Category	Location	Location
Most Profitable:	The Bronx	Avery
Least Profitable:	Brooklyn	Vince
Most Cups Sold:	The Bronx	Avery
Fewest Cups Sold:	Brooklyn	Vince
Most Customers:	The Bronx	Avery
Fewest Customers:	Brooklyn	Vince
Most Lost Sales:	The Bronx	Avery
Most Stock Spoiled:	Brooklyn	Vince
Most Overstock	Avery and more	
Customers Feedback:	8 0 0 3 0 0 1 0 8 13	

Below the data, there is a weather forecast for New York: 11°C, 13°C, 10°C. The game interface also includes a map of New York City and a sidebar with financial information:

- Status: Statue of Liberty Handling More Socialites Than Ever.
- Warning: This stand has wasted stock: The Bronx (Avery).
- Warning: This stand has wasted stock: Brooklyn (Vince).

Bank Account:	\$533.02
Bills:	\$15.00
Permits:	\$10.00
Staff:	\$0.00
Marketing:	\$0.00
Stock:	\$9.16
Available Cash:	\$498.86

At the bottom right is a blue button labeled 'START DAY'.

## 2.4 Marketing and Sales: To and From Accounting and Finance

The image shows two side-by-side screenshots from the video game Lemonade Tycoon 2. The left screenshot displays the 'Overview' screen with a red circle highlighting the 'Cash Flow' section. The right screenshot shows the main menu screen.

**Left Screenshot (Overview Screen):**

- Top Navigation:** City View, District View, Report.
- Sub-navigation:** Open City Map display, Today, Snapshot, Profit & loss, Graphs, Balance sheet, Stands.
- Status Bar:** Going Strong! (with a smiling lemon emoji).
- Summary Data:**

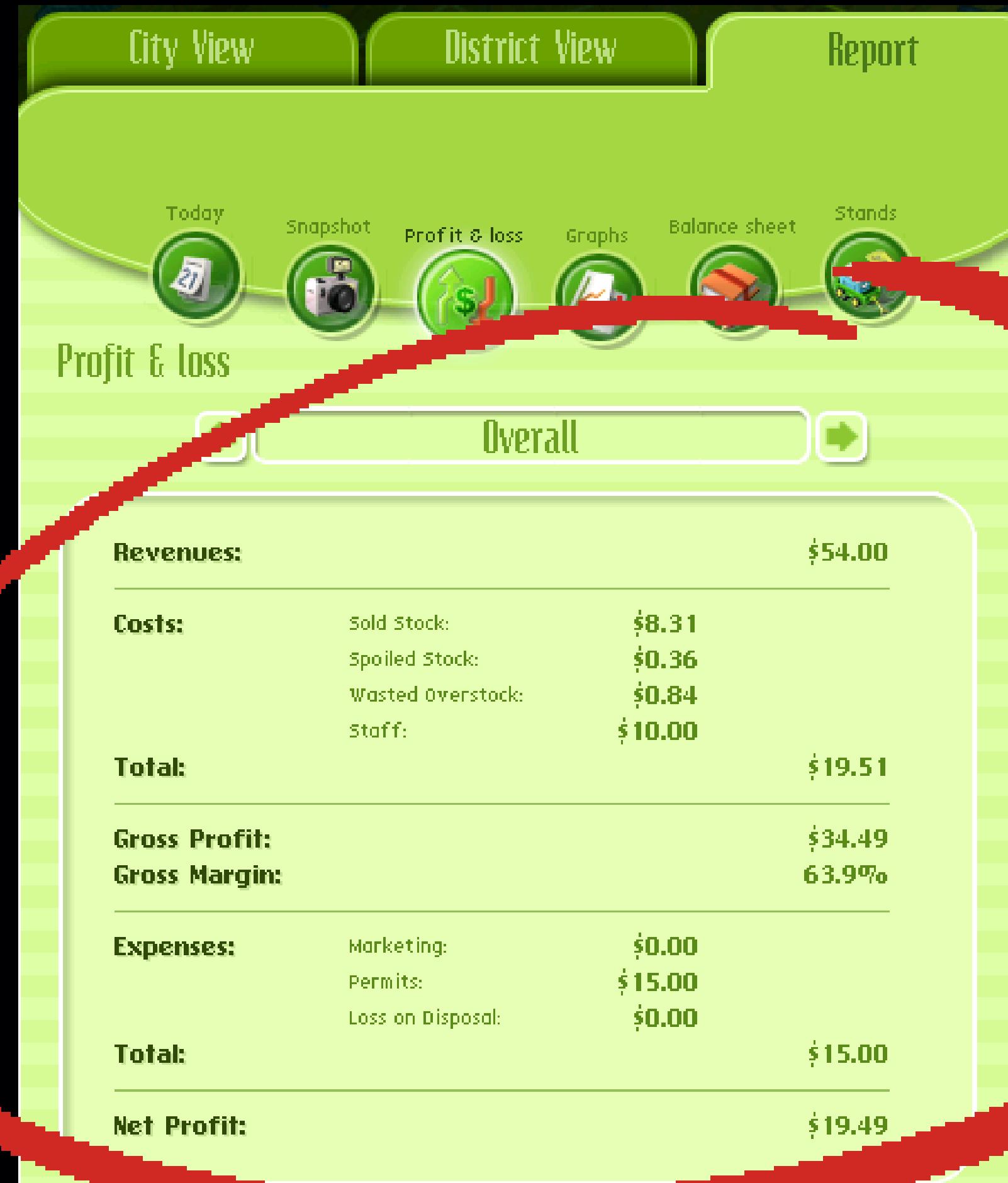
Total Cups Sold:	27
Total Revenues:	\$54.00
Net Profit:	\$19.49
- Cash Flow Section:** A red circle highlights this area. It shows:

Bank Account:	\$533.02
Bills:	Permits: \$15.00 Staff: \$10.00 Marketing: \$0.00 Stock: \$9.16
Total Cost:	-\$34.16
Available Cash:	\$498.86

**Right Screenshot (Main Menu):**

- Title:** LEMONADE TYCOON 2™
- Location:** NEW YORK
- Date:** Year 1 Month 1 Day 13
- Weather:** Cloudy (11°C), Partly Cloudy (13°C), Partly Cloudy (10°C)
- Message:** Statue of Liberty Handling More Socialites Than Ever.  
Warning! This stand has wasted stock: The Bronx (Avery).  
Warning! This stand has wasted stock: Brooklyn (Vince).
- Bank Account:** \$533.02
- Bills:** Permits: \$15.00  
Staff: \$10.00  
Marketing: \$0.00  
Stock: \$9.16
- Available Cash:** \$498.86
- Buttons:** START DAY, UP, DOWN.

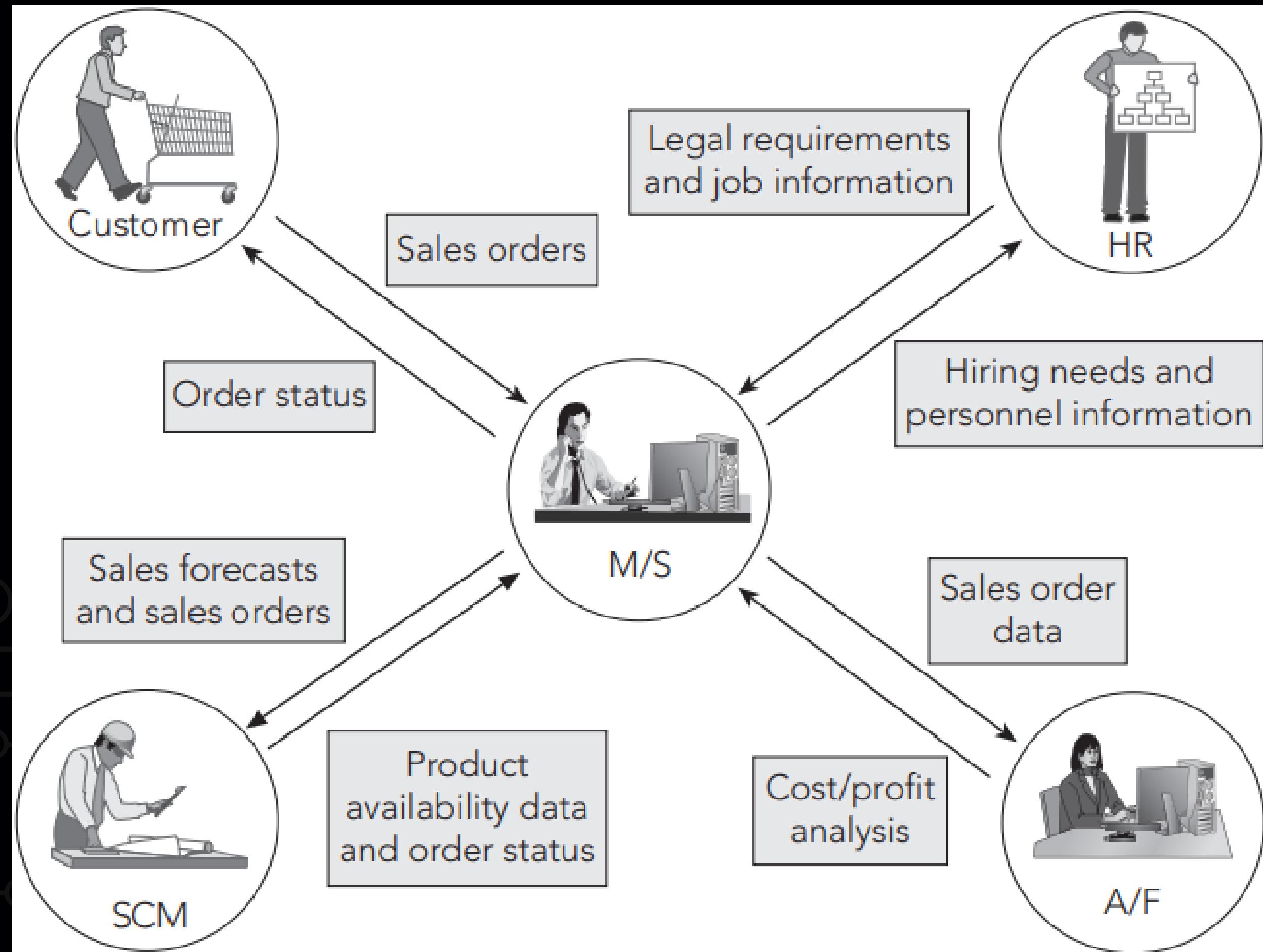
## 2.4 Marketing and Sales: To and From Accounting and Finance



## 2.4 Marketing and Sales: To and From Accounting and Finance



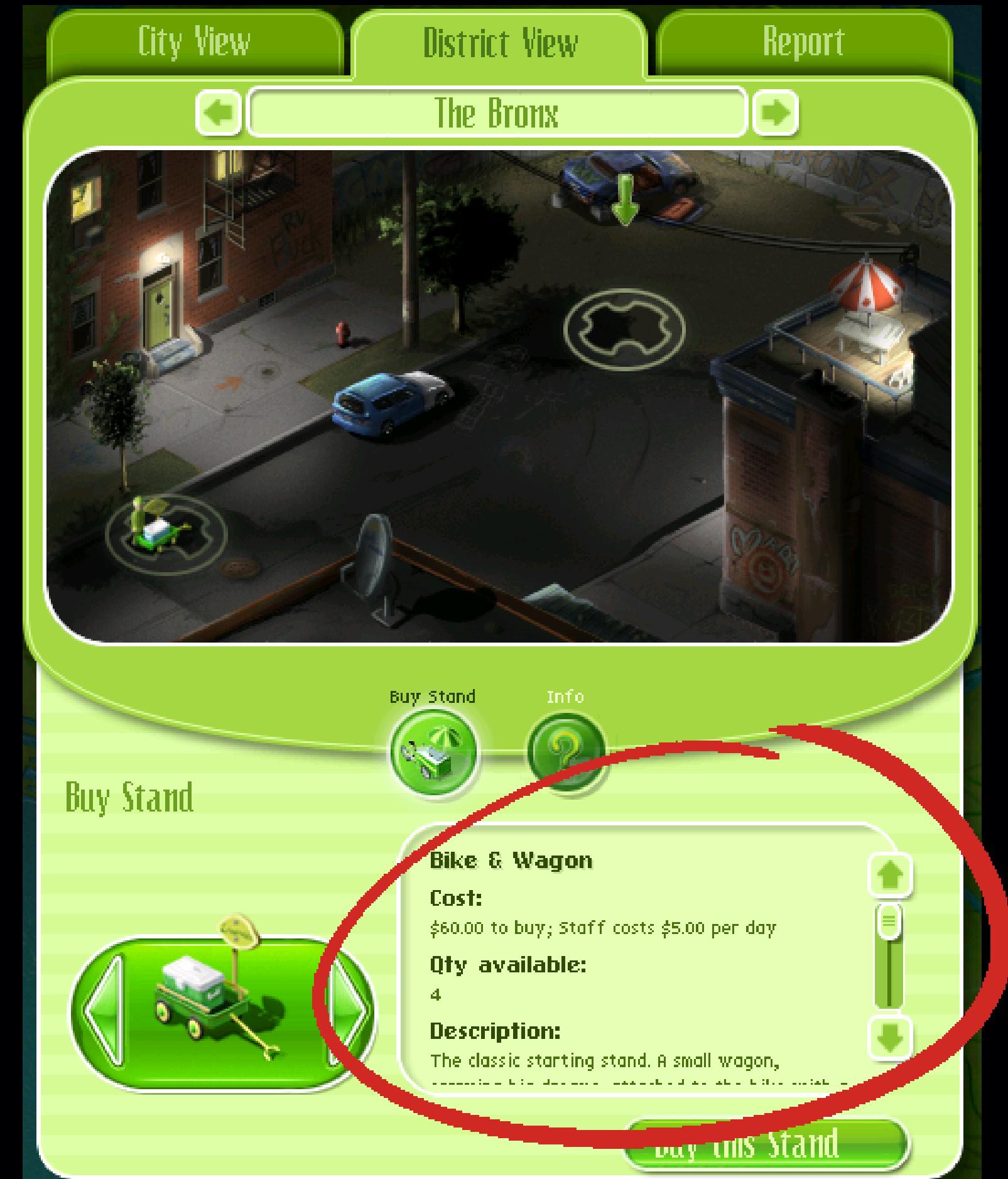
## 2.1 Marketing and Sales



## 2.5 Marketing and Sales: To and From Human Resources



## 2.5 Marketing and Sales: To and From Human Resources



## 2.5 Marketing and Sales: To and From Human Resources

The image shows a screenshot from the mobile game *Lemonade Tycoon 2*. The top navigation bar includes "City View", "District View", and "Report" tabs, with "Brooklyn" selected. On the left, there's a portrait of a character and a map of Brooklyn. The main area displays a street scene with buildings, trees, and a basketball court. Below the map are resource icons: gold coins (6), eggs (6), hearts (0), and teeth (2). A red curved arrow highlights the "Upgrades" section, which contains a graduation cap icon and a "Pro Staff Training" upgrade. The upgrade details are as follows:

**Pro Staff Training**

**Cost:** \$50.00 to buy  
**Type:** Staff Training  
**Description:** Pro Staff training teaches your staff the best

A green button at the bottom says "Buy this Upgrade". On the right side of the screen, there's a weather forecast for New York: Year 1 Month 1 Day 13, with temperatures of 11°C, 13°C, and 10°C. Below the forecast, a message states: "Statue of Liberty Handling More Socialites Than Ever. Warning! This stand has wasted stock: The Bronx (Avery). Warning! This stand has wasted stock: Brooklyn (Vince)." At the bottom, a summary of financial and resource status is provided:

<b>Bank Account:</b>	\$533.02
<b>Bills:</b> Permits:	\$15.00
Staff:	\$10.00
Marketing:	\$5.00
Stock:	\$9.16
<b>Available Cash:</b>	\$493.86

A blue button at the bottom right says "START DAY" with a right-pointing arrow.