



Url	https://managementsimulations.edumundo.com/
Gamename	SFU BUS 202 SN Jan 2026 TRIAL
Username	D02d
Password	1cfc1cdbf085

Dear members of the board,

Congratulations! You are now the proud new owners of Sneakers Inc., a company trading in sneakers.

Sneakers Inc. is a company selling and developing sneakers for men and women. Under the leadership of the previous owners Sneakers Inc. had a reputation for being a brand that had something for everyone. Not the cheapest but still reasonably priced, not the highest quality but not bad either. This is something the company kept up for a long while, right up until the economic crisis came around. They barely survived that period – many customers chose for either a better quality sneaker, or one with a lower price.

After the economic crisis the old owners decided to sell their company to you. You have taken over all their customers, staff and relations and now it is up to you to find the way forward. How will you conquer the sneakers market?

The game is played through rounds. Every round equals one year of business and might entail multiple themes or events. Each round you will have to set your targets, take your decisions and search for opportunities. After each round all those decisions will be calculated and translated into both financial results and progress towards your targets. You will only score points when you achieve a set target, and you can keep changing your targets each round. Aiming high when setting your targets and being ambitious will be rewarded if you manage to accomplish such a feat. Teams that accomplish their ambitious targets will score more points than teams that were a little more careful. A simple risk vs. reward you may want to consider.

Once you're logged in you will be met with further introductory messages, further guiding you through your first steps. Determine your strategy and start taking decisions.

Good luck!