Welcome to the beer game!

This a simulation game of supply chain management aims to show the basics of bullwhip effect in the traditional industry. There are three stakeholders you could choose along the supply chain. The factory who brews the beer, he distributor who bottles it and distributes it, and the retailer who sells it directly to the customers. On the other hand, the order request flows from customer to factory.

No matter which role you choose, the Objective is to maximize your profit at the end(15 rounds totally)