

Turn 4

Maybe you just found that you have made your first loss in this round. This is due to a sudden cost increase. If you go the factory window, you can see, that the fixed cost changed from 4,650€ to 6,225€ now – terrible! On the positive side, that also means, that your new fixed position layout is now ready to operate. If open the “Production”-window again, you see that your production capacity has now increased from 1,460 to 2,191 units. Great!

Now again you have two options to make the most of it:

1. Produce only a little bit more than your sales forecast expects.
You might not use the full production capacity but save cost. You can keep your higher price, which should result in a higher profit. But it will take longer, until you can actually sell your entire capacity. You will also need to adjust your production capacity manually for a few months to avoid overproduction.
2. Produce the maximum capacity immediately.
To immediately sell the maximum capacity you could drastically lower your sales price. Go below your actual value to boost sales. You can achieve higher sales much faster that way. However, this is highly likely to result in a huge loss. It is only suitable if you can afford that. Of course, you also need to increase your sales price again as soon as you reach the maximum capacity.

For now, go with the first option. Set the production goal to 1,700 and leave the sales price as is.

Hit the “End Turn”-button when you are done!