

# RULEBOOK

## Objective:

To maximise profits through selling Beercups by bidding a selling price to meet the market demand.

## Gameplay:

1. The manufactured Beercups now need to be sold to three different branches of the military: Army, Navy and Air Force.
2. The round is further divided into **4 slots of 1 hour each**, where the participants will get an opportunity to bid their selling price among other players and sell their Beercups.

### Slot Timings:

Slots	Date	Day	Time	Google Form link
Slot 1	14th Dec	Saturday	7:00 - 8:00 PM	<a href="#">Slot 1</a>
Slot 2	15th Dec	Sunday	11:00 AM - 12:00 PM	<a href="#">Slot 2</a>
Slot 3	15th Dec	Sunday	5:00 PM - 6:00 PM	<a href="#">Slot 3</a>
Slot 4	16th Dec	Monday	6:30 PM - 7:30 PM	<a href="#">Slot 4</a>

### Live Market Sheet - [Link](#)

3. The demand of a Beercup in each of these branches of the military varies according to different slots and the participants will have access to a live sheet that will display the demands of each branch. Similarly, the market price of a Beercup also varies depending upon the prices bid by all teams in the previous round.
4. The initial market price of the Beercups in slot 1 will be determined by taking the mean of the selling price offered by each participant in Round 1. The market price from slot 2 onwards will be determined by taking the median of all bids from the previous slot.
5. Based on the market price prevailing in a slot, the team should decide the quantity of different efficiency Beercups (i.e - 99%, 95%, 90%) they prefer to sell and at what price.

6. Teams are allowed to place multiple orders per slot and allowed to sell all three kinds of Beercups, depending on the demands of each type of Beercup. But, offers once placed will be available in the market for the buyers to select from.
7. A google form will be shared with you where you will have to specify your bid price of each efficiency of Beercup along with the quantity you wish to sell.
8. A live sheet named "BCC 10.0 Round 2 Live Market Sheet" will be shared with you, in which, for every slot you can find the Total Demand of the customers, all orders by your competitors and the prevailing median bid price.
9. You are free to offer any price for the Beercups, (less than, equal to, or greater than the market price) that aligns with your pricing strategy and satisfies the profit maximisation objective.
10. After you have placed an order in a slot and you wish to place another order, you need to fill the google form again.
11. The market will remain open for 1 hour per slot and once it is closed, the orders will start getting executed, starting with the player having the Best Bid Price and so on for each particular efficiency.
12. In case of two orders with the same bid price, the order placed earlier will be executed first.
13. The orders can have three status:
  - a) **Successful** : The order is completed at the participant-given bid price and all quantities given by the participant in that particular order is sold.
  - b) **Partially Executed** : The order is not completely executed. Some quantity of the order is sold at the specified price with remaining unsold and the unsold part of the order is therefore, cancelled for that particular slot. The participant is free to bid for that quantity as well in the next slot.
  - c) **Cancelled** : The order is cancelled and the Beercups for that order remain unsold. Participants can bid again in the next slots to clear their inventory.
14. To place the bids during the 4 different Round 2 Slots, players will use the google form link attached above in the table. If you wish to place a bid for all three types of Beercups, enter the quantity and the price for each type of Beercups. If you do not wish to place a bid for any specific type of beercup/s enter 0 for both Quantity and Price section for that specific type of Beercup.