Game Theory Assignment

Due Wednesday, Nov. 7 by 7:00 p.m.

BSG Group Assignment – One paper per group only

Turn in on Webcampus – Signup your group

Drawing on the assigned readings and lectures regarding competitive and cooperative dynamics and game theory, please conduct the following analysis of the Business Strategy Game competition.

1. For one of the **branded wholesale segments your company competes in**, identify and describe the (primary or most important) strategic group within which your team competes. A strategic group is a group of competitors that follow similar strategies or are constrained by similar resources positions. For simplicity, limit your strategic group to at most 3 competitors, your team and the 2 other most relevant competitors. Draw relevant strategic group maps using multiple variables to describe this strategic group and explain the key competitive characteristics of this group.
2. For this strategic group in, describe how this strategic group is likely to evolve and where the competitors of the group will end up in Year 20. How certain are you of this strategic group evolution and how does your certainty affect your analysis? What strategic intelligence have you used to predict likely moves by competitors?
3. Next describe the best strategy for your team to adopt given your analysis of the likely evolution of this strategic group. What opportunities and threats do you perceive in this emerging industry environment? What are the strengths and weaknesses of your company and how does your proposed strategy fit your company into the industry environment?
4. Finally, consider the evolution of this strategic group from an equilibrium perspective. If you competitors are smart and rational and choose best responses to your strategy and vice-versa, are you confident you have chosen a best response strategy? Why? What are the most significant risks of your intended strategy?

Limit your analysis to a maximum 4 pages, single spaced, 12 point font, inclusive of diagram and charts.

**Assignments will be graded based upon:**

1. **The depth and quality of your analysis and the ability to conceptualize the intricacies of strategic interdependence.**
2. **The creativity of your analysis.**
3. **Your ability to clearly express and convey your arguments.**
4. **The quality of your paper in comparison to others.**