**BSG Strategic Simulation Memo**

Date: [insert date]  
To: Sharon Beaudry  
From: [insert names of your team]  
Subject: [insert Decision Year]  
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**Company Strategy**

The answers to these questions **should NOT be generic**.  Think about the type of shoes you will be selling?

* Are they low quantity, high-quality pricey shoes marketed to a nitch environmentally conscious consumer in only one or two areas of the global market?
* Or are you looking to manufacture high quantity, low-cost shoes in more economically advantageous areas where labor is cheap, and then sell them to retailers like Wal-Mart?
* Or are you looking to produce averaged price shoes with superior manufacturing methods?

Your report should reflect your company’s direction. It should be specific and easily identify your company’s strategy- therefore it should not be generic.  Your work should reflect the text, simulation, as well as your cumulative business knowledge. Your team will add to this memo every week with your company decisions.

**Week 2** (Complete this section in week 2 and only update if your company shifts strategy)

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| **Company Name** |
| E Company |

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| **Mission Statement** |
| If you have a foot, we have a shoe for you. |

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| **Vision Statement** |
| We want to be a part of every step that is taken in the world. |

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| **Core Values** |
| Embrace the change that comes from the styling world. |
| Sell products that work for everyone. |
| Pursue growth and learn from that growth. |
| Do more then just cover your feet. |

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| **Strategic Objectives** (be specific and quantifiable) | **Strategy** (How will you meet these objectives?) |
| 1 Reach ever person possible. | Grow retail selling locations within market. |
| 2 Increase Workforce output. | Combination of increase in workforce and incentives. |
| 3 Increase Demand for product. | Combination of celebrity endorsement and quality rating. |
| 4 Have a competitive customer rating. | Buy quality materials, and not increase the price to beyond competitors. |
| 5 Create a product that is popular. | Do everything above, plus get celebrity endorsement. |

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| **Financial Objectives** (be specific and quantifiable) | **Strategy** (How will you meet these objectives?) |
| 1 Increase Stock Price | Increasing value of the company through sales and opinion rating. |
| 2 Continue on a sustainable growth path. | Offer competitive pricing and quality. |
| 3 Give shareholders a profit. | Sell at a profit with a high net profit %. |
| 4 Increase retail outlets. | Offer better deals. |
| 5 Increase cash balance for future purchases. | Limit amount of loans and expenses that could create negative cashflows. |

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| **Explanation of how your vision, mission, core values and objectives will drive your company.** |
| *The mission and vision are simple and explain that the company want to grow and be a popular shoe. The core values help achieve and image that we are a company that values quality and what the customer will want and our objectives show that we will work to improve the shoe until it’s what the customer wants.* |

**Weekly Decision Summary** *(complete this section during week 3- 10 for decisions 12-18)*

1. *After reviewing the reports and scanning the competitive environment, summarize issues that may effect your company. Be specific – 200 word summary.*

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| **Competitive Environment Summary** |
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1. *Based on your review of the competitive environment, summarize any changes to the strategy you set above. (Make the changes above, then summarize why you made this change in this box).*

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| **Changes to Strategy** |
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1. *Discuss steps you are taking to meet your strategic objectives this week*

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| **Strategic Objectives** | |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |

1. *Discuss steps you are taking to meet your financial objectives this week*

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| **Financial Objectives** | |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |
| **5** |  |

**Weekly Topics:**

In addition to the above, answer the following weekly topics:

**Year 11**: In 200 words, discuss how Porter’s 5 Forces theory can be applied to your company?

*Having a large number of competitors can largely affect your ability to sell and the price that you sell at so making sure that you are offering something that others are not can help lower your competition.*

*The competition can also be affected my new companies that come into the market. I don’t see this as much as a problem since we have a limited amount of people in the game, but someone could come into a smaller portion of the market and effect my position.*

*Next is the suppliers of the industry which could change the amount of product that I could create if they change their prices or agree to sell to someone else in the industry. Being in an industry with lots of suppliers means that you have more control over the price since you could just go somewhere else.*

*Much like the competition of a company substitutes create a problem where rivals could be creating similar versions of your product that have more favorable prices or materials depending on the market. This is extremely possible in the game and will most likely happen.*

**Year 12**: In 200 words, discuss your company’s strength and weaknesses? How do you know? What are your core competencies?

**Year 13**: In 200 words, discuss the Five Generic Strategies in relation to your company?

**Year 14**: In 200 words, Discuss how you are using offensive and defensive strategies?

**Year 15:** In 200 words, how is your company using international strategies?

**Year 16**: In 200 words, how is your company using diversification strategies?

**Year 17**: In 200 words, how is your company using CSR strategies?

**Year 18**: N/A

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| **Weekly Topic**: |