GENERAL GUIDE

All GMC scenarios are unique and for long history of the championship they have accumulated several dozen. However, there are some universal tips that you can follow safely in any scenario while making company's strategy for upcoming game. Based on the cumulative experience of our experts, this topic provides general advice for game strategy in new version of the GMC simulator. These tips are used in development of [calculation model v2](https://gmcworld.org/products/calculation-model-v2-pro-version), which you can purchase in our store.

**Opponents in the group** - it is important to analyze before start of the game, how much your opponents will interfere with selling your products. Elasticity of some demand factors depends on market load very much. The smaller total market share occupied by you and your opponents, the easier it will be to increase sales volumes and vice versa. For example, if your group with you will be total of 4 teams (minimum number), then you can expect average demand x2 growth (very simplified calculation) compared with group, which will play all 8 teams (maximum number). But even if your group consists of 8 teams you need to roughly understand the real strength of your opponents - play in 1 round of national championship, where a lot of newbies or in world championship where play only best of the best teams - these are 2 very big differences. In "weak" group you need to play more aggressively, investing more money in expansion into markets. In “strong” group, on the contrary, you need to switch to safe mode, since you will not be able to earn anyway because of opponents in the group, and you will just burn money for nothing. This and other guides are valid for groups with average rivalry, where is conducted active struggle for market.

**Advertising**

1．**Corporate advertising** - remember strong cumulative effect of investment in corporate advertising, so invest maximum in 1 and 2 period with a gradual decrease to 0 in 5 period. For greater effect, choose market with prospective maximum sales, usually it is market EU and Internet. EU market is much smaller and large investments in corporate advertising will hardly pay off.

2．**Direct advertising** - follow simple rule, the more potential product sales, the more you need to invest in direct advertising for this market. Total budget for direct advertising is calculated based on 4 - 8% share of planned sales revenue. Accumulative effect of direct advertising is small, so in last periods reduce investments in direct advertising very smoothly (unlike corporate advertising), otherwise you may lose market share.

**Prices** - one of the demand factors, which elasticity directly depends on market load. Price strategy will resemble a roller coaster. In 1 and 2 periods, market load is still small, elasticity of prices is maximum - we reduce prices and grab market shares. If you managed to capture market shares more than opponents, then in last periods (3-5) we wait when market load becomes higher than 60 - 70%, then we raise and set prices slightly above the average. Thus, you keep market share which won in the beginning of the game and get additional profit in last periods due to higher prices and greater profitability compared to opponents. In 5 period, you can again reduce prices and further increase market share to increase goodwill (market share is one of goodwill factors), but in this case you will lose part of the profit due to lower profitability.

**Production plan** - when calculating amount of products for shipment to agents and distributors, try not to send semi-empty or partially filled containers. Especially it concerns Nafta market, where sending 1 container costs 8000. Priority for large markets EU and Internet, development of Nafta market should be on residual principle. Among products, the most important is 1 product for same reason. In common, plan production for each period, depending on market needs and chosen strategy. Take opportunity to leave part of products in the warehouse, in order to evenly balance factory load in conditions of changing seasonal demand.

**Quality of products**

1．**R&D implementation (product improvement)** - it is necessary to implement only MAJOR developments, MINOR developments are implemented automatically. Implementing MAJOR development destructs all warehouse stocks of this product. It is important to remember that sometimes in history scenario can be “hidden” MAJOR development that have not been implemented into production before. If you are not sure that there are no "hidden" MAJOR developments in scenario, then it's better to implement all R&D just in case.

2．**R&D development** - It is rather difficult to predict R&D developments without having ready-made R&D statistics, so it is easier to choose optimal R&D plan from [our pre-prepared R&D databases](https://gmcworld.org/catalog/database?min_price=5&max_price=1000&10%5B%5D=R%26D+plan&price_search=1) and build production strategy around it. In exact period when you plan to implement MAJOR development, try to predict demand very carefully in case not to leave large stock of products in warehouse, because you have to destruct it at the price of scrap.

3．**Assembly time** - effect of increasing assembly time comes only in next period, so if you decide to increase assembly time of product, then it should be already done in 1 period, maximum in 2 period. In common, it will be optimal to leave assembly time at the same level or even reduce to 115 - 120% of nominal value.

4．**HQRM (high quality raw material)** - using HQRM can make sense if raw materials price is relatively low. In fact, HQRM has only 2 general options (demand has linear dependence on the factor) - if using of HQRM in production is economically profitable, then set 100%. If using HQRM in production is economically unprofitable, then set 0%. Forecast company’s profit from using HQRM and determine the need for using, can be easily done in [calculation model v2](https://gmcworld.org/products/calculation-model-v2-pro-version).

**Subcontracting** - extremely useful and cheap option for rapid production increasing, if you need to increase output of products. There are only 2 alternative to subcontracting - switching to more number of shifts (2, 3) and purchasing new machines. Disadvantages of these methods will be discussed below. For proper use of subcontracting, forecast production plan for next period and purchase as many components as you need for normal factory work 5 days a week - 100% machines load (maximum load for 7 days a week is 137%). Thus, you will not overpay your personnel for overtime work and reduce cost of production. Take care that in 5 period you do not have unused components left in warehouse, these are frozen funds which decrease liquidity of your company.

**Agents and distributors** - use special [agent and distributors map](https://gmcworld.org/products/agents-and-distributors-recruitment-map) to select best plan for recruting agents. Number of agents and distributors depend on expected volume of sales in EU and Nafta market. In common, optimal number of agents for EU market is 5 - 8 and 4 - 6 for Nafta market depending on scenario. Try to recruit required number of agents and distributor in 1 period and do not change it until the end of the game. In 5 period recruit 1-2 additional distributors for Nafta market to increase company's goodwill (increasing agency network is one of goodwill factors).

**Operations**

1．**Materials** - buy materials with a small reserve to have enough resources for production. It is useful to plan production in advance for all 5 periods and purchase materials for 3 and 6 month futures, so you can save money. Remember that when using components for production, you do not need to buy materials, it is not required and will simply lay in warehouse.

2．**Maintenance hours** - during operation, machines spend their resources and require constant maintenance hours. If machines are not timely serviced, their efficiency will decrease and machining workers will spend more time producing parts, which will increase cost of production. Try to keep machine efficiency 92%, it will be optimal. Achieving higher level of machine efficiency requires more hours of maintenance and economically unprofitable.

3．**Shift level** - simple rule is - production in 1 shift is always cheaper than 2 shifts (if all other things are equal), and production in 2 shifts is always cheaper than in 3 shifts. Chose work in 1 shift for your personnel and use subcontracting to compensate shortage of components. The only case when you need to set production to higher shift level is 1 period of the game. In absence of opportunities to increase production here and now changing shift level to 2 or 3 will be necessary, but proper measure. Otherwise, you can lose your market share, because you will not be able to supply your agents and distributors with enough amount of products, unlike your more aggressive opponents.

4．**Number of ports** - very simple calculation, which is described in detail [in special topic](https://gmcworld.org/blog/ports). Purchase enough ports to maintain no more than 0.1% of estimated level of failed visits. In 5 period number of ports can be doubled.

5．**Website development** - website development increase demand only in Internet market. The more investments in website, the greater sales growth you can expect. Optimal value of investment depends on size of Internet market and is in the range of 15-40.

**Personnel**

1．**Recruit assembly workers** - cheap way to recruit additional workers. In absence of competition in labor market (or sufficient number of unemployed workers), recruiting required number of workers is practically assured. With shortage of free workers in labor market, probability of successful recruitment of new workers is reduced to 20-30% of planned number. In this situation, attempts to hire even more and more workers does not make sense, you will spend money for nothing.

2．**Train assembly workers** - expensive but guaranteed way to increase number of assembly workers. It is used in exceptional cases, when competition among companies for personnel in labor market is exorbitant. In any other situation, it will be cheaper to increase recruiting of assembly workers or set higher wage rate in order to increase chances of personnel recruitment.

3．**Wage rate** - reducing wage rate is impossible, it will cause strike of personnel. You can increase it, but it also cause increase of production cost. Raising wage rate makes sense only if there is shortage of workers in labor market and, as a consequence, production of goods is limited. Then you need to offer the most favorable working conditions which will help to attract assembly workers from labor market to your company. In such situation, increase of production cost will be offset by increase of production scale and income growth from sales.

4．**Management budget** - important parameter, which is often underestimated by challengers. Management budget affects all major processes in company. Raising management budget will increase demand for products, decrease percentage of rejects, speed up research and development of improvements, reduce risk of force majeure, increase attractiveness of company for personnel recruitment, etc. Optimal value of management budget is 13-14% of administrative expenses. Calculate average administrative expenses during all 5 periods of the game in advance and set required management budget in 1 period. Remember that it is strongly not recommended to reduce management budget.

5．**Staff training** - principle of staff training is completely analogous to management budget, but it costs much cheaper and has less effect. Unlike management budget, staff training can be reduced or even set 0 without any risk of causing personnel strike or force majeure. Staff training has significant cumulative effect (similar to corporate advertising), so it is recommended to invest most funds in traning at the beginning of the game and gradually reduce to 5 period.

**Finance**

1．**Shares to issue/repurchase** - detailed information about issue and repurchase shares described [in this topic](https://gmcworld.org/blog/investment-perfomance). Issue shares increases available liquidity of company, which increases goodwill and investment performance, therefore, issue shares minimum 2 times during the game - 10% of share capital each calendar year. For greater effect, choose right moment to issue and repurchase shares - issue shares at maximum share price, repurchase at the lowest price. This way company earns extra profit due to the difference in share prices.

2．**Dividends** - important factor for increasing investment performance, calculation of dividend payment described [in this topic](https://gmcworld.org/blog/dividends).

3．**Term loans** - loan that you can borrow, but you can not return. In old version of GMC simulator, money taken on term loan was still considered as liquid funds of company and teams often took term loan in 5 period to increase goodwill (liquidity is one of goodwill factors). In new version of GMC simulator money taken on term loan does not considered as liquid funds and this decision lost any sense at all.

4．**Term deposit** - all "free" funds is useful to put on deposit, which will give you small but additional income.

5．**Machines to buy** - in old version of GMC simulator purchase of machines was very popular solution for increasing production. With addition of subcontracting, the need to buy machines has disappeared at all, especially since they start to work only in next period.

6．**Machines to sell** - sale of machines makes sense only if you are limited in factory space and want to free some place occupied by machines for recruiting additional assembly workers. Risky strategy where it is important to remember that when you sell machines you pay additional tax 60000 and need to earn extra money next periods. In competitive groups, it is very difficult to do, so most often such strategy can be found in early stages of national championship or in groups with incomplete number of participating teams.

7．**Factory space** - main limit, which restricts production at company's factory. Do not forget to check amount of free space in factory when buy new machines or recruit personnel. If space is not enough, then you will not be able to buy machines and hire staff.

8．**Insurance plan** - in new version of GMC simulator, accidental loss of force majeure was eliminated in order to fair play between teams, so if you have at least 1 set of reports, then you can always accurately predict in which period company will get force majeure and buy insurance. Or you can [buy database of insurance plans](https://gmcworld.org/catalog/database?min_price=5&max_price=1000&10%5B%5D=Insurance+plan&price_search=1) in our store.

**Information**

1．**Market shares** - it's useful to buy information about market shares at least in 1 and 2 period, when companies are just beginning to expand into markets. So you will be able to estimate relatively free product niches and correct your strategy in time. In next periods, you can play without information about market shares, because market load will change very slowly and its change can be predicted on basis of existed management reports.

2．**Corporate activity** - information about companies will not help you much during the game, but it will tell you what strategy was chosen by opponent teams in subsequent analysis. If you try to correct your strategy and adjust to your competitors (increase your advertising budget, cut R&D), repeating their decisions, you are likely will lose. Information about corporate activity makes sense to buy only in 1 period, in order to understand approximately what to expect from opponents. However, if you are confident that you are winner or vice versa, that you have not got chances anymore, then buy all information safely, at least you will exchange it with your rivals from the group after game.

一般指导

所有GMC场景都是独一无二的，并且长期以来，他们已经积累了十几个冠军。然而，有一些普遍的提示，您可以在任何情况下安全地遵循，同时制定公司即将到来的游戏的策略。根据我们专家的累积经验，本主题为新版GMC模拟器中的游戏策略提供了一般建议。这些提示用于开发计算模型v2，您可以在我们的商店购买。

**组内的对手** - 在游戏开始之前进行分析很重要，您的对手会干扰销售您的产品。一些需求因素的弹性很大程度上取决于市场负担。您和您的对手占有的总市场份额越小，增加销量就越容易，反之亦然。例如，如果您与您的团队总共有4支球队（最低数量），那么您可以预期平均需求x2的增长（非常简化的计算）与组相比，这将打8支球队（最大数量）。但是即使你们的组合由8支球队组成，你需要大致了解你的对手的真正实力 - 在1轮的全国冠军赛中，有很多新手或世界冠军，那里只有最好的球队，这些都是2非常大的差异在“弱势”群体中，您需要更积极地投入更多的钱投入市场。在“强”组中，恰恰相反，您需要切换到安全模式，因为您无法通过团队中的对手赚取收益，而您只需要花费一切钱。本指南和其他指南适用于平均竞争的群体，为此进行了积极的市场斗争。

**广告**

1．**企业形象广告** - 记住企业广告投资的累积效应，所以投入最多在1和2期间逐渐下降到5个时期的0。 为了更大的效果，选择具有预期最大销售额的市场，通常是国内和互联网市场。北美市场规模要小得多，对企业广告的大量投资几乎无法偿还。

2．**产品直接广告** - 遵循简单的规则，潜在的产品销售越多，您需要投资于该市场的直接广告就越多。直接广告预算总额按计划销售收入的4 - 8％计算。直接广告的累积效应很小，所以在上一期间，非常顺利地减少对直接广告的投资（不像企业广告），否则你可能会失去市场份额。

**价格** - 需求因素之一，其弹性直接取决于市场负荷。价格策略将类似过山车。 在1到2期间，市场负担仍然很小，价格弹性最大 - 我们降价，抢占市场份额。如果你设法捕获市场份额超过对手，那么在上一个阶段（3-5），我们等待市场负担高于60-70％时，我们提高并设定价格略高于平均水平。因此，您可以保持游戏开始时赢得的市场份额，因为与对手相比，价格上涨和盈利能力较高，因此在上期获得额外利润。在第5期，您可以再次降价，进一步增加市场份额以增加商誉（市场份额是商誉之一），但在这种情况下，由于利润率较低，您将会失去部分利润。

**生产计划** - 当计算出货到代理商和分销商的产品数量时，尽量不要发送半空或部分装满的容器。 特别是关于北美市场，其中发送1个集装箱成本为80000元/个。大型市场的优先国内和互联网，北美市场的发展应该是剩余原则。在产品中，最重要的是产品1同样的原因。通常情况下，根据市场需求和选择的策略制定每个时期的生产。有机会将部分产品放在仓库中，以便在季节性需求变化的条件下均衡平衡工厂负荷。

**产品质量**

1．**研发实施 (产品改进)** -只有实施MAJOR的发展，必须自动实施Minor发展。 实施MAJOR开发破坏了该产品的所有库存。重要的是要记住，有时在历史场景中可能是“隐藏的”MAJOR的开发，以前还没有被实现到生产中。 如果您不确定在场景中没有“隐藏”的MAJOR发展情况，那么最好实施所有研发，以防万一。

2．**研究与开发** - 在没有现成的研发统计资料的情况下，预测研发的进展是相当困难的，所以从预先准备好的研发数据库中选择最优的研发计划更容易，并围绕它制定生产策略。 在计划实施MAJOR开发的确切时期，尽可能非常仔细地预测需求，以免在仓库中留下大量的产品，因为您必须以报废价格销毁产品。

3．**组装时间** - 装配时间增加的影响只在下一个时期，所以如果决定增加产品的装配时间，那么应该在1个时期内完成，最多在2个时期。通常情况下，将组装时间保持在同一水平，甚至降低至标称值的115 - 120％是最佳的。

4．**高品质原材料** - 如果原材料价格相对较低，使用高品质原料可能是有道理的。事实上，高品质原材料只有2个一般选择（需求对因素有线性依赖）- 如果在生产中使用高品质原材料在经济上有利可图，则设定为100％。 如果在生产中使用高品质原材料在经济上无利可图，则设置为0％。 预测公司利用高品质原材料的利润并确定使用的需要，可以在计算模型v2中轻松完成。

**外包** - 非常有用和便宜的快速生产增加选项，如果您需要增加产品的产量。 只有2种分包方式可供选择 - 换乘更多班次（2,3）和购买新机器。 这些方法的缺点将在下面讨论。 为了正确使用分包，下一期的预测生产计划，以及每周5天为正常工厂工作所需的许多组件购买许多组件 - 100％的机器负载（每周7天的最大负载为137％）。 因此，您不会超出您的人员超时工作并降低生产成本。 请注意，在5期内您没有未使用的零件留在仓库，这些是冻结资金，降低您公司的流动性。

**代理商和经销商** - 使用专门的代理商和分销商地图，选择最佳的回报代理计划。 代理商和分销商的数量取决于国内和北美市场的预期销售量。 通常情况下，最国市场的最优数量在5~8个，北美市场在4~6个。尝试在第1期内招募所需数量的代理商和经销商，直到游戏结束时不要更改。在第5期，为北美市场增加1-2个分销商，以增加公司的商誉（增加代理网络是商誉因素之一）。

**机器操作**

1．**原材料** - 购买少量储备的材料，以获得足够的资源用于生产。 预计所有5个时期的生产计划生产和3个月和6个月期货的采购材料是有用的，因此您可以节省资金。请记住，当使用组件进行生产时，您不需要购买材料，因此不需要，只会放在仓库中。

2．**维修时间** - 在运行期间，机器花费资源，需要不断的维护时间。如果机器不及时维修，其效率会下降，机加工人员将花更多的时间生产零件，这将增加生产成本。 尽量保持机器效率92％，这将是最佳的。实现更高水平的机器效率需要更多的维护时间和经济上无利可图。

3．**班次** - 简单的规则是 - 1班的生产总是比2班更便宜（如果所有其他事情都相等），而2班的生产总是比3班更便宜。为您的人员选择一班班，并使用分包来弥补组件的不足。当你需要将生产设置为更高的班级时，唯一的情况是游戏的1个时期。 如果没有机会在这里增加生产，现在将班级变更为2或3将是必要的，但是适当的措施。否则，您可能会失去市场份额，因为您不能为您的代理商和分销商提供足够数量的产品，而不像您更激进的对手。

4．**端口数量** - 非常简单的计算，这在专题中有详细的描述。 购买足够的港口维持不超过预期失败访问水平的0.1％。 在5个时期端口可以翻倍。

5．**网站建设** - 网站开发仅在互联网市场上增加需求。 网站投资越多，您可以期待的销售增长就越大。 投资的最佳价值取决于互联网市场的规模，在15-40之间。

**员工**

1．**招聘组装工人** - 廉价的方式招聘更多的工人。 在劳动力市场（或足够数量的失业工人）没有竞争的情况下，招聘人数实际上是有保证的。 由于劳动力市场上的免费劳动力不足，招聘新员工的概率降低到计划人数的20-30％。 在这种情况下，企图雇佣越来越多的工人没有意义，你会花钱没钱。

2．**培训组装工人** - 昂贵但有保证的方式增加装配工人数。 在特殊情况下，在劳动力市场人员竞争激烈的情况下使用。 在任何其他情况下，增加招聘集会工作人员或提高工资率，以增加招聘人员的机会便宜。

3．**工资率** - 降低工资率是不可能的，会造成人员罢工。 你可以增加它，但也会增加生产成本。 只有劳动力市场上劳动力短缺，提高工资水平才有意义，因此，商品生产有限。 那么你需要提供最有利的工作条件，这将有助于吸引组装工人从劳动力市场到贵公司。在这种情况下，生产成本的增加将被生产规模的增长和销售收入的增长所抵消。

4．**管理预算** - 重要参数，往往被挑战者低估。管理预算影响公司的所有主要流程。提高管理预算将增加对产品的需求，减少拒收的比例，加快研发力度，加大研发力度，降低不可抗力的风险，增加公司招聘人才的吸引力等。管理预算的最佳价值为行政管理的13-14％ 花费。提前计算游戏全部5个时期的平均管理费用，并在1个时期内设定所需的管理预算。请记住，强烈建议不要降低管理预算。

5．**员工培训** - 员工培训原则完全类似于管理预算，但成本便宜，效果较差。与管理预算不同，员工培训可以减少甚至设置为0，而不会造成人员罢工或不可抗力的风险。员工培训具有显着的累积效应（类似于企业广告），所以建议在游戏开始时投入大量资金进行转账，并逐渐减少到5期。

**金融和财务**

1．**股票增发和回购** -有关本主题中描述的发行和回购股份的详细信息。发行股票增加了公司的流动性，增加了商誉和投资业绩，因此，在比赛期间发行股票最少为2次 - 每个日历年的10％的股本。为更大的效果，选择正确的时刻发行和回购股份 - 以最高股价发行股票，以最低价格回购。由于股价差异，公司赚取额外利润。

2．**股息** - 增加投资表现的重要因素，本课题所述股息支付的计算。

3．**中期贷款** - 贷款，你可以借用，但你不能返回。在旧版GMC模拟器中，定期借款的金额仍被视为公司的流动资金，团队经常在5个时期内进行定期贷款以增加商誉（流动性是商誉因素之一）。在新版本的GMC模拟器中，长期贷款采用的资金并不被视为流动资金，而这一决定根本就没有任何意义。

4．**投资** - 所有“免费”资金是有用的存款，这将给你小但额外的收入。

5．**购买机器** - 在老版本的GMC模拟器购买机器是非常受欢迎的解决方案来增加生产。加上分包后，购买机器的需求根本就消失了，特别是在下一个阶段才开始工作。

6．**出售机器**  - 出售机器只有在工厂空间有限的情况下才有意义，并希望释放机器占用的一些地方招聘额外的装配工人。 危险的策略，重要的是要记住，当您出售机器时，您需要支付额外的税额60000，并需要在下一个时段赚取额外的钱。在竞争性团体中，这是非常困难的，所以大多数情况下，这样的策略可以在全国冠军的早期阶段或参与团队数不完整的团体中找到。

7．**工厂扩建** - 主要限制了公司工厂的生产。 购买新机器或招聘人员时，不要忘记检查工厂的可用空间。 如果空间不够，那么您将无法购买机器并雇用员工。

8．**保险计划** - 在新版GMC模拟器中，为了公平竞争，淘汰了不可抗力的不可抗力事故，所以如果你至少有一套报告，那么你可以随时准确地预测公司将在哪个时刻得到不可抗力和购买保险。 或者您可以在我们的商店购买保险计划数据库。

**信息**

1．**市场占有** - 至少在1和2期间，当公司刚刚开始进入市场时，购买有关市场份额的信息是有用的。 因此，您将能够估计相对自由的产品利基并及时更正您的策略。 在下一个时期，您可以在没有关于市场份额的信息的情况下玩，因为市场负担变化非常缓慢，其变化可以根据现有的管理报告进行预测。

2．**企业活动** - 有关公司的信息在游戏过程中不会帮助您，但会告诉您在后续分析中，对手队伍选择了哪些策略。如果您尝试纠正您的策略并适应您的竞争对手（增加广告预算，减少研发费用），重复决策，您可能会输掉。关于企业活动的信息只能在1个时期内购买，以便大致了解对手的期望。但是，如果您确信自己是赢家，反之亦然，那么您还没有机会，然后再安全地购买所有信息，至少您将在比赛结束后与您的对手进行交流。