SCENARIO 14C3 GUIDE

Before reading this guide for scenario 14C3, please [read general guide](https://gmcworld.org/blog/general-guide) with tips for new version of GMC simulator, which describes basic rules and principles for preparing a strategy. Also, read game review of [scenario 14C3 in World Cup 2014](https://docs.google.com/spreadsheets/d/1oOkh9XOHXxaKAj33yBpXWEYwPSxovbtl-BMcdlwliJU/edit?usp=sharing). This guide shows key features of scenario 14C3, which are important to consider for achieving high result. If any of decision parameters are not specified, then in this case follow tips from general guide.

**Scenario description** - 14C3 is survival scenario, it is difficult to earn profit and company's strategy is costs optimization and preserving your own positions, but not market expansion. Total share of Nafta and Internet markets occupied by teams in 1 period is already about 60-70%, which is high and any ways to increase demand will be ineffective. In 5 period total market share of Nafta and Internet occupied by teams grows to 70-80%, i.е. elasticity of demand factors is minimal. Hence, any investment in production is metered and only if necessary. EU market with occupied share 40-50% in 1 period in this situation becomes the most attractive for sales growth of your products. Company's total sales are distributed among markets as EU - 55%, Nafta - 15%, Internet - 30%. Thus, main efforts should be focused on EU market, which will bring more than half of total income. It should be remembered that this guide is intended for group with medium and high competition, where active struggle for market share. In group with an incomplete number of playing teams or weak competition, large investments in production and increasing demand are permissible.

**Advertising** - forcing advertising budget does not make much sense, direct advertising should be limited to 6-7% of administrative expenses. Pay the most attention to EU market.

**Prices** - in 1 period prices should be slightly reduced to level of 370 - 585 - 935. Starting from 2 period prices can be reduced to level of 320 - 540 - 860, then according to the situation.

**Product quality** - in 1 period do not forget to implement MAJOR development for 3 product, which is hidden in history of the company and has not been implemented before. There are no hidden products for other products. Quality of company's products is 3 stars for 1 and 2 product, 4 stars for 3 product. Get MAJOR developments on this scenario quite easy and they will allow to significantly increase demand, especially if opponents are behind you in R&D development. Choose plan where there will be at least 10 MAJOR developments and plan your production by periods. HQRM are inefficient, cost of materials is high, and increase of demand will be small, it is preferable not to use HQRM at all.

**Subcontracting** - purchase enough components in 1 period, so that your machines can work in 1 shift level starting from 2 period. For example, 2 and 3 product can be purchased until the end of the game, and by partially purchasing components for 1 product, balance load of machines.

**Agents and distributors** - 6 agents for EU and 4 agent for Nafta is sufficient to maintain sales. Popular version of commission is 9% - 9% - 5%. For EU and Nafta can be chosen commision 13% for first periods as long as market is not enough loaded and elasticity factors will be minimal.

**Operations** - wage rate is extremely high - 15,00 and significantly increases cost of production. It is important, as soon as possible to switch production to work in 1 shift level and reduce costs. For this, in 1 period we are forced to leave production in 2 shifts, but we buy stock of components and starting from 2 period we switch to production in 1 shift. Do not forget about machines maintenance. Their efficiency is 86%, so spend minimum 50-60 in 1 period to increase efficiency of machines to 90%, it will reduce production time of parts and cost of production.

**Personnel** - there are many free assembly workers on labor market, therefore it is not necessary to raise wage rate or train assembly workers, you can hire the required number of personnel without any difficulty.

**Finance** - basic scenario shares to issue is 10% in 1 and 5 period. If desired, you can experiment and then repurchase 10% in 2 period to issue again in 4 period. More than 2 000 000 have been accumulated in company's reserves, therefore dividends must be paid each period starting from 1 period. Dividends should go with increasing, but make sure that in 5 period you have enough cash (at least 20% of liquidity). Buy or sell machines is not required.

14C3场景指导

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在阅读本指南的情景14C3之前，请阅读一般指南，提供新版本的GMC模拟器，其中描述了准备策略的基本规则和原则。另外，阅读2014年世界杯的场景14C3的游戏回顾。本指南显示了场景14C3的主要特征，这对于实现高效果来说是很重要的。 如果没有指定任何决策参数，那么在这种情况下，请遵循一般指南的提示。

**场景描述**  - 14C3是生存场景，难以赚取利润，公司的战略是成本优化，保持自己的立场，而不是市场扩张。北美和互联网市场在1个时期占据的总份额已经在60-70％左右，这是很高的，任何增加需求的方式都将是无效的。在5个时期，北美和互联网占据的总市场份额增长到70-80％。需求因素的弹性很小。因此，只有在必要时才可以对生产进行任何投资。在这一情况下，国内市场占有率达到40-50％，成为您产品销售增长最有吸引力的。公司的总销售额分布在国内市场--55％，北美-15％，互联网 - 30％。因此，主要努力应该集中在国内市场，这将占总收入的一半以上。应该记住，本指南是针对中高级竞争的集团，积极争取市场份额。在队伍不合格或竞争不力的组织中，对生产的大量投资和需求的增加是可以允许的。

**广告** - 强制广告预算没有多大意义，直接广告应限制在行政费用的6-7％。重视国内市场。

**价格** - 第 1期间价格应略微下调至370 - 585 – 935的水平。从第2期开始，价格可以降至320 - 540 – 860 水平，然后根据情况调整。

**产品质量** - 在第1期不要忘了实施产品3的MAJOR，这是隐藏在公司历史上，以前还没有实现的。其他产品没有隐藏的产品。公司产品质量为1和2产品3颗星，3颗产品为4颗星。在这种情况下获得MAJOR的发展很容易，他们将允许显着增加需求，特别是如果对手在研发领域背后。选择至少10个MAJOR开发计划，并按期计划您的生产。高品质原材料效率低下，材料成本高，需求增加小，优选不使用高品质原材料。

**外包** - 在1个周期内购买足够的组件，使您的机器可以从2个周期开始在1班级工作。 例如，可以在游戏结束前购买2和3个产品，并通过部分购买1个产品的零件，平衡机器的负载。

**代理商和经销商** - 国内的6名代理人和北美的4名经销商足以维持销售。 受欢迎的佣金是9％ - 9％ - 5％。 只要市场容量不足，弹性因素最小，国内和北美的第一期可以选择13％的佣金。

**机器操作** - 工资率非常高 - 15,00，大大增加了生产成本。重要的是，尽快将生产转换为1班班，降低成本。为此，在1个时期，我们被迫以两班的价格离职，但是我们购买组件库存，从2期开始，我们以1班转为生产。不要忘记机器维护。它们的效率为86％，所以在1个时期内最少需要50-60次，将机器的效率提高到90％，这样可以减少零件的生产时间和生产成本。

**员工** - 劳动力市场上有许多自由组装工作者，因此没有必要提高工资率或培训组装工人，您可以毫无困难地聘请所需人数。

**金融财务** - 第1期和第5期发行基本情况股份10％。如果需要，您可以在4个时期内进行实验，然后在2个时期内回购10％。公司储备金累计超过二千万股，因此，从1个期限开始每个期间都必须支付股息。股息应该随着日益增加而变化，但要确保在5期内您有足够的现金（至少20％的流动性）。不需要买卖机器。