



# Manufacturing Reality™

## Business Simulation

MANUFACTURING REALITY™ is a competitive simulation designed to help manufacturing companies...

- Understand the reality of various strategies such as investments in quality improvement, manufacturing efficiency, manufacturing flexibility and research and development.
- Discover the reality of the most probable competitive responses to initiatives launched in the market place.
- Understand the reality of being a market leader (or NOT being a market leader).
- Understand the reality of a strong relationship between sales and marketing and production/manufacturing.
- Discover the relationship between the strategies and decisions employed and financial impact to the company.

### ***After MANUFACTURING REALITY™ .....***

Participants come away with a deep understanding of the complexities of business and the balance that must be achieved between sales and marketing and production to be financially successful. Further, they discover the power of focus; that no company can afford to be all things to all markets. Successful companies choose how to compete and focus their efforts on profitable segments that match their manufacturing strengths.

For More information call



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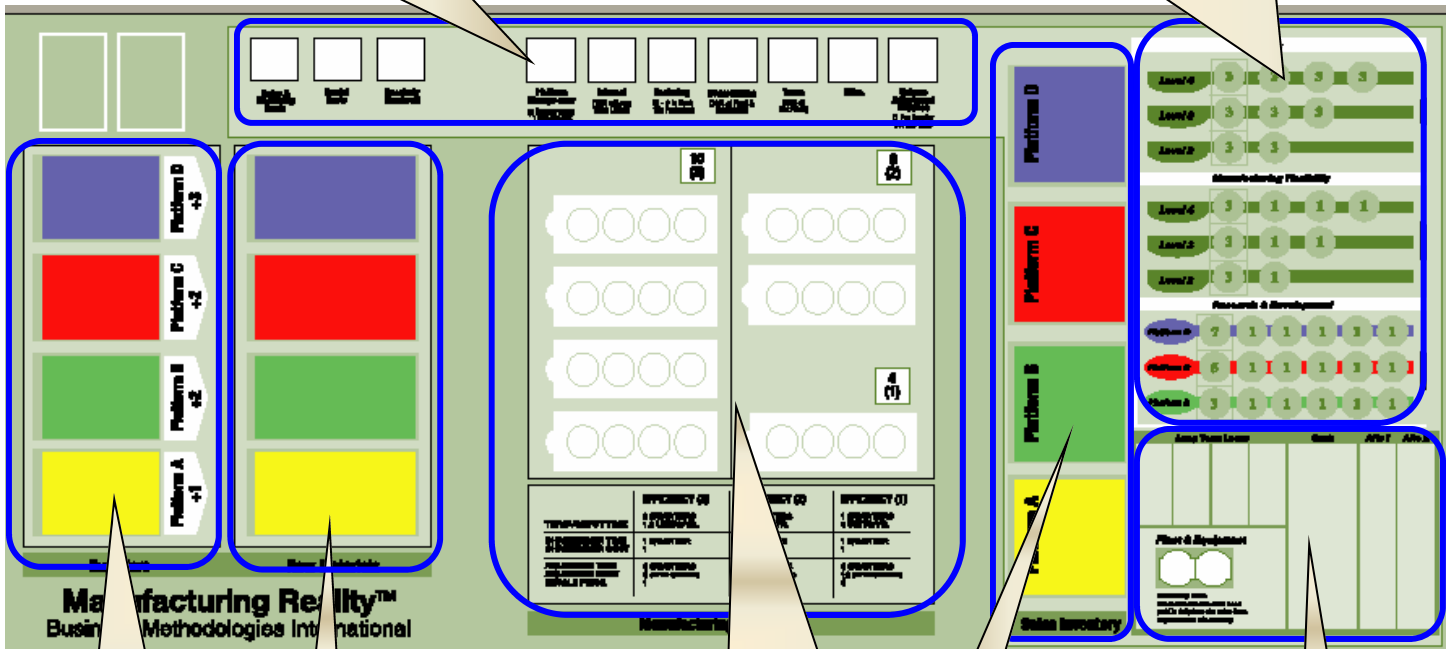
During the simulation, participants work in teams with the simulation board which represents the company the teams operate.

## Overhead

Track non-manufacturing expenses such as interest, sales and marketing cost, taxes, etc.

## Manufacturing Improvement Options

Choose to invest in quality, flexibility, efficiency and/or research and development.



## Suppliers

Place purchase orders with suppliers. The beginning of your "value chain."

## Raw Materials

Receive and pay for raw materials to begin production.

## Manufacturing Facilities

Large, medium and small facilities are available. Up to 7 manufacturing lines can be built.

## Sales Inventory

Finished goods ready for sale. Completed but not sold or delivered.

## Financial Zone

Cash, accounts receivable, loans payable and plant & equipment assets are tracked.

## **MANUFACTURING REALITY helps you realize the impact of.....**

- **Market Leadership**
- **Quality Investments**
- **Research & Development**
- **Manufacturing flexibility investments**
- **Manufacturing efficiency investments**

### **How Does It Work?**

In this competitive simulation, six companies vie for orders and strive to maintain or become market leaders. Decisions on sales & marketing and manufacturing strategy determine how successful (or not) each company is when they calculate their income statement and balance sheet each year.

The real success of their decisions, both short term and long term can be seen over the 8 years of the simulation. Each management team has complete control over the manufacturing, R&D and sales and marketing investments they make.

### **Who Is It For?**

Manufacturing Reality™ was co-developed by the strategy group of Daimler Chrysler and Business Methodologies Intl. to simulate your actual marketplace enabling you to test various strategic scenarios against your competition.

Manufacturing Reality™ can be customized to reflect the actual financial and market conditions that exist for you and your competitors. The growth of the market overall, the pricing and margin trends, right down to that actual financial condition of your competitors (where known or available) can be built into the simulation. Other applications include:

- Leadership development
- Sales development
- Operations to Finance connection

## **Quick Facts:**

### **Methodology:**

Board-based facilitated simulation.

### **Simulation Size:**

12-24 participants competing on up to 6 different teams.

### **Time:**

8 years simulated over 2 consecutive days.

### **Facilitation:**

Certified facilitators run the simulation.

### **Performance Measures:**

- Quality Investments
- Research & Development
- Manufacturing flexibility investments
- Manufacturing efficiency investments
- Profit and Loss
- Market Share
- Return on Assets
- Market Value

### **Competencies Impacted**

- Decisive Judgment
- Visioning
- Championing Change
- Business Acumen
- Planning & Organizing
- Driving for Results
- Continuous Improvement
- Teamwork & Collaboration
- Motivating Others
- Customer Focus
- Influencing & Persuading
- Consultative Partnering
- Interpersonal Communication
- Account Planning
- Utilizing Resources