

Business game

Situation 1

Task:

to develop a strategic plan of the corporation for 2014 - 2019.

File:

The diversified corporation "Himstar" was founded in 1991. It works on the national market.

Ownership - private.

Organizational structure - LLC .

Main activities:

- sale of chemical fertilizers;
- production and sale of plant protection products.

Central Office - Kiev.

Staff - 1200.

- head office of corporation – 100 people;
- manufacturing enterprise – 100 people;
- 25 regional branches– 1000 people.

Property – all warehouses and offices are in leased.

Plant protection products are made according to the license of the German company and are one of the best in their class.

The company sales in 2013: 1 milliard UAH

- 500 million UAH from sales of fertilizers;
- 500 million UAH from sales of plant protection products.

Corporation functions (head office), LLC "H mstar":

- planning activities;
- monitoring of execution of plans;
- management of all resources ;
- development and implementation of the marketing policy ;
- financial, legal and information support of all departments ;
- establishing of corridors of prices;
- conducting centralized advertising campaigns.

Social contribution: the corporation actively involved in charity work, participates in national and international competitions.

Regional branches conduct independent economic activity. Prices for products can change within an agreed cost corridor. Prices are updated weekly. Suppliers of all chemical companies are the Ukrainian firms.

The enterprise uses a system ORACLE.

Task:

1. Select an area in which your affiliated company works.
2. Characteristic of the market of Ukraine.
3. Characteristic of the market in region, where your affiliated company works.
4. Calculation of turnover of affiliated company.
5. Calculation of the staff working in the affiliated company.
6. Development and justification of organizational structure of affiliated company.
7. The analysis of competitors (players, nomenclature, production, market shares). Strengths, weaknesses.