

Business game

Situation 1

Task:

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

File:

Corporation that produces compound feed, was founded in 1991. It works on the national market. Now it is the powerful company that has a plant with high-tech equipment. It produces up to 100 thousand tons per year.

Besides, in each area there is a plant with productive capacity of 20 thousand tons that belongs to the affiliated company.

Ownership - private.

Organizational structure - LLC .

Main activities:

- production and sale of compound feeds for cattle, pigs and poultry

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.

Compound feeds are made according to the license of the German company and one of the best in the its class.

The company sales in 2013: 500 million UAH

- 30% for cattle;
- 30% for pigs;
- 40% for poultry.

Corporation functions (head office):

- 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.