Global Supply Chain Simulation
Introduction

Login at http://cb.hbsp.harvard.edu

Click “Coursepacks”
Click your course name
Scroll down and click “Run Simulation”
When the instructor opens the game you can play

Click “Being Simulation”
Make sure Adobe Flash is enabled

In the Design Room, you first meet your team. After introductions, click “Choose Options”.
The Design Room initially shows forecasts and unit profits for Model A and Model B with no additional options. The base options that differentiate the two models are built in and you cannot change them.

You can add any, all, or no options, which apply to BOTH phones. Don't try to be a phone design expert – trust your team and the data.

Scroll down for more data on profits and forecasts, with and without the checked options.

When finished, click “Submit”
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The Forecasting Room has useful information, but all you need to do is provide two numbers.

Before choosing suppliers, you have to speak with Marketing.
Your forecast is plugged in to Projections.

Scroll down to place orders with suppliers.

Enter order quantities (thousands per month) and the month to begin production, considering capacities and lead times.

Toggle to select a supplier.

You need new tooling and must pay the set-up cost each year.
Change quantities and starting month until you are happy with your plan. Making changes later will cost you.

Starting production earlier... means you receive it earlier
When you are ready, click “Confirm & Advance”

The timeline advances, but nothing much happens before demand kicks in. Click “Advance One Month”
Do take note of the information available with a click at the bottom of the page.

For a fee, you can “Issue Change Order”
It costs you $2,000,000 for EACH supplier with whom you make a change order.

Minimum production across BOTH models is 60% of the COMBINED original order for both models.

When you finish the year, you can review your financial performance. Then you meet with the Board.

Your results will appear here
Let’s Play

- Do NOT close or “refresh” the browser, otherwise your data for the current year may be lost. Data are saved after completing each year.
- Each year you begin from scratch with new products and new suppliers.
- You can only sell products after the launch on May 1.
- You must sell all inventory at a discount on December 31.
- Add specific but not lengthy strategy comments as you play.
- You must complete all four years in order to qualify for the special prize.

Time budget to finish in TWO hours:
- Year 1 (45 min)
- Year 2 (30 min)
- Year 3 (25 min)
- Year 4 (20 min)
Debrief Questions

Design & Forecasting
– How did you decide which options to choose?
– How did you arrive at your forecasts?

Production
– How did you decide which supplier(s) to use?
– How did you determine the order quantities and timing?
– Was it worth the extra $1 million for 3 month instead of 4 month lead time for the far supplier?
– Was it worth the extra $1 million for extra capacity (40 vs. 35) for the close supplier?
– How often did you use $2M change orders? Why?
– Did you buy $2M market information? Why or why not?