DeAnza College: MB-I Walkthrough Transcript

The following is a demo of our Online Single-Player, a practice tool that pits you against a single computer controlled competitor.

Your first decision is to decide on a new company name. Clicking Apply saves your decision.

The Year Ahead Menu displays key information for making decisions for the coming year. It is strongly recommended that you read these reports each new decision period, as the report is updated after each rollover. This report will provide the key steps for making decisions each period. Clicking on the right arrow or the drop down arrow will take you to the next report within any report menu.

- See Year Ahead and Strategic Planning

The Key Reports Menu provides quick access to the must read information on your company before you make your decisions.

Market Analysis is very important in MikesBikes, and the Market Information Report provides necessary market research on the industry you are operating in. You should check this report each decision period.

The Industry Benchmark Report lists the key performance indicators for your firm and compares these against your competitor, MountainTop Cycles. The main performance indicator in MikesBikes is Shareholder Value. This is a measure of return to your investors, a major factor of this being your Profitability.

- See IBR

The Market Summary Report gives you an insight into all of the products currently selling in the market, and the key product information for each.

The Products Report lists only your current products, and their key results. It is important to take note of your current sales, gross margins, and inventory levels.

You will need to set the price of your bike based on your strategy, and a corresponding sales forecast using last year’s sales as a benchmark. You must also set Advertising and PR decisions, which should be made by referring to the Market Information Report. Making informed decisions will give you the best return on your marketing spend.

Finally, the Production Planner Menu will allow you to determine how many products you wish to produce for the year ahead. Your production figure should be your sales forecast decision minus any stock on hand.

The Forecast Results Menu provides you with very useful forecasting tools, detailing the expected Sales Revenue and Net Income based on the current decisions entered.

As managers you also have available detailed reports on the performance of your company under the Firm Results Menu. These include the standard financial reports such as Income Statement, Balance Sheet and Cashflow Statement.

- See Cashflow Statement, gradually scroll down report.

Once all your decisions have been entered, you are ready to move forward to the next period in the simulation. Select the “Single-Player Rollovers” Menu, then click “Rollover Now” to process your currently entered decisions, moving the simulation one year ahead.

After the rollover, check the Year Ahead Report for updated general news on your company and the industry at large. You will also be provided with key steps for making decisions this period, as you did in the previous period. Your company’s latest results can be viewed under the Key Reports node.

- See Year Ahead and then IBR

As each year progresses, you will gain more control over the company, including Distribution (see the screens), Finance (see debt screen), Capacity (see screens), and eventually product development where you will get the opportunity to modify your existing product, as well as launch new products into new market segments (see screens).

Now try playing Single-Player. For your first time you should read all of the available reports. We also recommend that you have read the QuickStart Guide and Player’s Manual before starting.

This concludes our MikesBikes Single-Player Overview. If you have any questions, you can contact the Smartsims Support Team by email at help@smartsims.com or through the support form.

- See form.