Welcome to GrowPro: A Decision-Making Simulation





GROWPRO



INTRODUCTION



Zendan has five automobile companies, all of which have a similar product strategy, and compete in the ZALTO market

You are the heads of Market Strategy for each of these companies



THE GOAL



You have to help your company expand into new market opportunities

The goal is to grow the business multifold



MARKET OPPORTUNITY



- 8 New market positions have just opened up due to liberalization
- Each market has its opportunities, and requires an entry investment
- Over time other avenues of growth may also come up



INFORMATION CARDS



You will receive information about the market sizes and your current financial performance

Additional information or news flow will come your way every week

A700 A200 A600 OHM **SHELDON** Corporate cars for senior Began as a pickup experiment with Vintage cars designed for auto farmers, now expanding to urban executives, mostly outsourced to connoisseurs. Not only are they fleet management partners or markets for weekend road trips cool on the highway, they are leasing companies and shopping expeditions perfect for dense urban roads PRICE: Rs 900,000 PRICE: Rs 650,000 PRICE: Rs 12,50,000 A400 A900 **JACK VIOLET** Increasing trend of small and mid-Attractively designed, feature-rich High performance delivered for those who have arrived in life. sized utility trucks, offered on a For those with drive, and those pay per use / managed solution by path to the popular urban market logistics networks who are driven. PRICE: Rs 15.00.000 PRICE: Rs 800,000 A800 A100 A500 **MICRO** Popular hatchbacks that achieved Small cars most demanded by Off-roaders and trailers designed for the adventure loving: could tremendous growth in the past network aggregators as they from first-time buyers, are now become living quarters for those expand into smaller tier towns and seeing a slow-down. ride sharing very long trips. PRICE: Rs 350,000 PRICE: Rs 18,00,000 PRICE: Rs 250,000

DECISION ROUNDS

The game will be played over a 5 ROUNDS (5-years horizon)

Each month, we will take up a round / year...

4th week of the month, you will have to take some decisions

Outcomes & leaderboard will be shared within 2 days





TIMELINE FOR EACH ROUND





Week 1: Information for upcoming year



Week 2:
News Updates +
Decisions to be Taken



Week 3: **News Updates**



Week 4: **Decision + Outcomes**

TYPES OF DECISIONS





Which markets to enter



Investments in Technology



Investments in brand



Investments in people

....etc.

GROUPS FOR THE SIMULATION



Group 1

- Samir Hossain
- NisheethKhandelwal
- Nainesh Vyas
- Jignesh Fadadu
- Shafina Akbar

Group 2

- Shivpal Singh Sisodiya
- Navtej Lamba
- Sonal Godhwani
- Vinit Patel

Group 3

- Shivam Pathak
- Ajay Singhvi
- Parag Patil
- Rupesh Khare
- Amol Pande

Group 4

- Sumit Ganguly
- Atul Khanna
- Amit Srivastava
- Abhishek Singh

Group 5

- Chhabilal Panday
- Romi Talwar
- Gunjan Jain
- Bhavesh Shrimal

IMMEDIATE NEXT STEPS



Round 1 Decisions due on Feb 25

Decide on a Name for the group

(Market Maestros, ABG Mavericks, etc.)

Review the Information provided at the Simulation page

Await more information

(Week 2: Feb 10)

RESOURCES TO HELP YOU





- Accounting Principles
- Profit and Loss Statement
- Balance Sheet
- Cashflow Statement
- Big Picture
- Accounting Gatekeeper Simulation
- Interim Quiz
- Net Working Capital
- Operating ratios
- Capital Ratios
- Cost Structure
- Money Penny Simulation
- Final Assessment: Finance



- Cost of Money
- Cost of Capital
- Cash is King
- Cost Allocation
- Business Planning
- Investment Decisions
- Solution for the Quiz on Investment Decisions
- Pricing
- Value Creation
- Final Assessment: Value Creation with Numbers



- What is Strategy
- Thinking Ahead
- Mega Trends Around Us
- Connecting the Dots
- Final Assessment: Strategic Investor



Your **Partner in Action**

For more details:









