

Welcome to GrowPro: A Decision-Making Simulation



GROWPRO

INTRODUCTION



Welcome to Zendan

**Zendan is a country
very similar to India**



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 multi-fold



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



DECISION ROUNDS



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

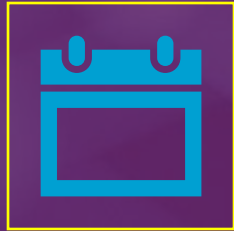
Each month, we will take up a round / year...

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

Outcomes & leaderboard will be shared within 2 days



TIMELINE FOR EACH ROUND



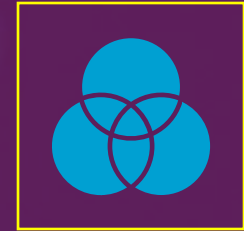
Week 1:
**Information for
upcoming year**



Week 2:
**News Updates +
Decisions to be Taken**

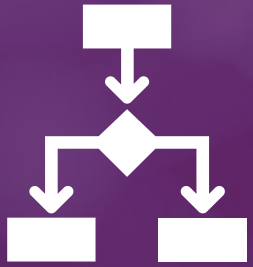


Week 3:
News Updates



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
- Nisheeth Khandelwal
- 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



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)

Round 1 Decisions due on Feb 25

RESOURCES TO HELP YOU



FUNDAMENTALS OF FINANCE



- 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

VALUE CREATION WITH NUMBERS



- 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

FUNDAMENTALS OF STRATEGY



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



GLOBAL GYAN
LEADERSHIP ACADEMY

Your Partner in Action

For more details:



+91-9920977731



www.globalgyan.in



programs@globalgyan.in

THINK OUTSIDE THE BOX

