

The Indian Cement Business Game

You decide where to build the plants, what products to manufacture, which customers to supply to, and where to supply each order from.



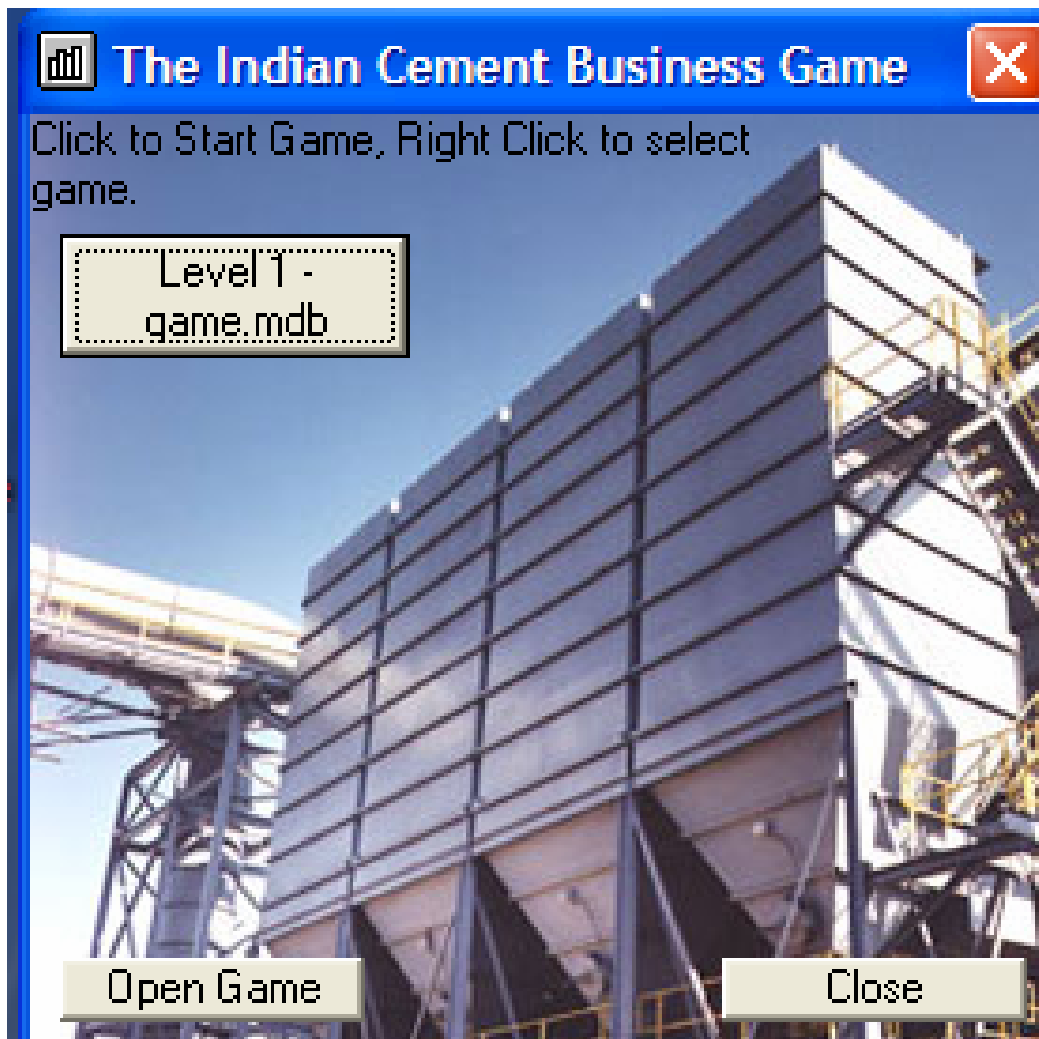
A multinational cement company is building 3 plants in India to gain market share and profits from the fast growing Indian cement market.

The initial plan is to build 3 plants in Western India. In the game you have to decide which plants to build and where. As you open the plants, you incur the capital cost.

As you fill the plants up with orders, you start to make profits.

There is one particular strategy and tactics which is guaranteed to maximise your profits and make the new plant the most profitable in India.

As the strategy develops you can apply the ideas to your own company to make it one of the most profitable in India



The cement game consists of...

- A planning order screen .. where you choose the plants to build, the products to sell and the customer orders to fill the plants
- A progress breakeven chart which tells you how much profit you have made so far, and how full the plants are.
- Help with the strategy and tactics to maximise profits. Which methods you should never use, and which approach will always maximise profits
- We show you which plants are the most profitable, and which products and customers are best
- A plan is developed to explain how to apply these profitability ideas to your own cement business

The benefits of applying the ideas...

- Strategy and tactics to expand in India and maximise profits
- How to maximise profits in a fast growth cement market

In the game you have to decide...

- Which plants I will build and where
- Which markets I want to sell to
- Which products I choose to make
- What price I will sell my products at
- If you get your strategy and tactics right you will be very profitable
- If you don't get your strategy and tactics right you may easily lose money

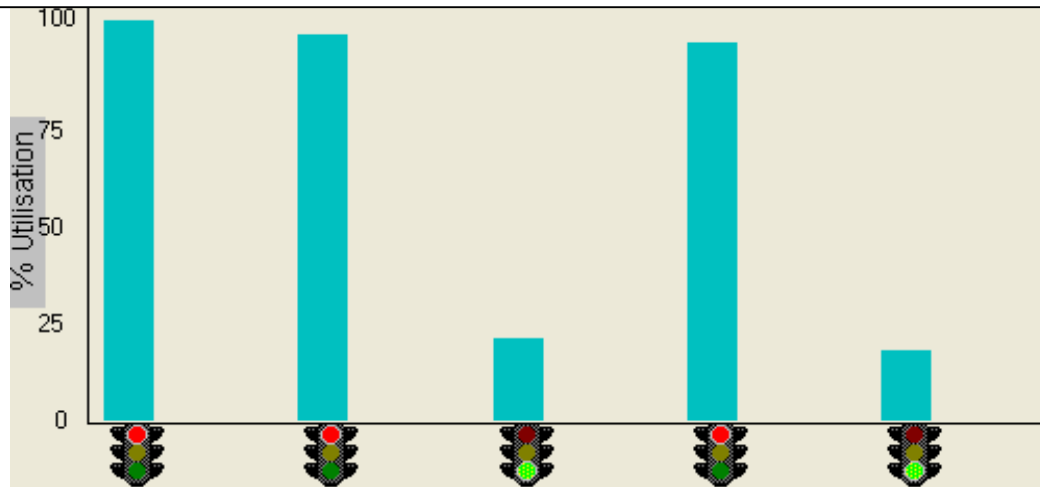
The resources available in the game

- 3 sites for production
 - First site has a kiln and 2 mills
 - Second site has a kiln
 - Third site has a mill
 - Clinker can be transported at a cost from any kiln to any mill
- 40 potential customers (location shown)
- 40 potential orders (location, type, tonnes and price per tonne)
- 6 cement types you can make
- Cost of production of each clinker
- Cost of production of each milled cement
- Tonnes per hour per clinker per kiln
- Tonnes per hour per cement per mill
- Total capacity in the 3 sites is 6 million tonnes per year



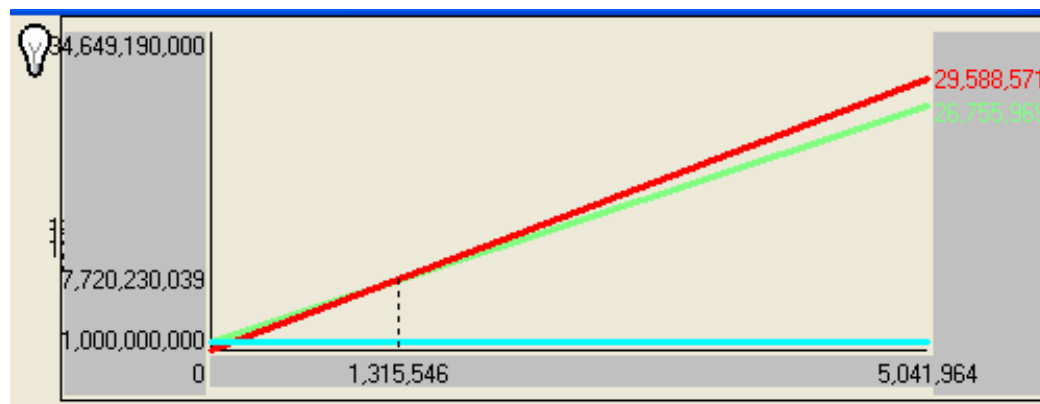
The plant loading chart.....

Each kiln and mill fills up and turns from green to red, as you load orders into the plants.....



As each kiln and mill is filled up with orders, the bars on the chart increase in height. Once the kiln or mill is full, no more orders can be loaded onto it

The breakeven profit chart.....

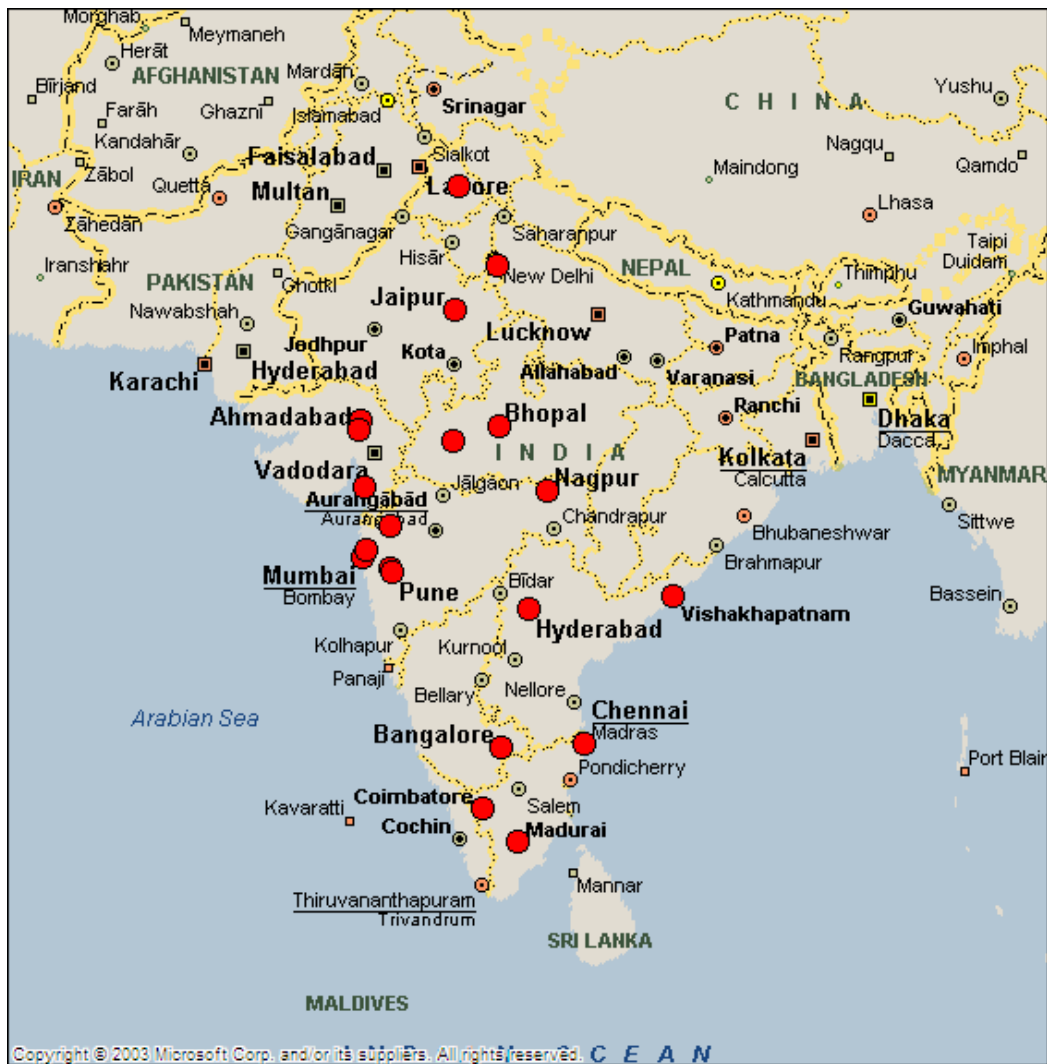


As the plants fill up with orders, the breakeven chart records the profitability

The number of different ways of loading the plants with orders is huge. There are 27 million different ways of loading the plants with orders. So if you don't get strategy right, you may easily lose billions of rupees

The initial trial model has plants in 3 states (Gujarat, Karnataka & Madhya Pradesh)

12 million tonnes of potential orders in 20 different locations in India



WHERE IS THE BEST LOCATION TO SITE THE PLANTS ??????????

As you try different strategies and tactics to maximise profits, we show you the approach which will give you the maximum profit. Then you apply this to your own cement business.

Each trial run of the cement business game only takes 5 to 10 minutes to complete.



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