

Agricultural products play key roles in productions of a large number of products. By having your own agricultural production capability, you will further strengthen your company's competitiveness.

Tutorial 1

To win this game, your company must dominate the markets in the forming and retail sectors, and achieve an annual revenue of \$200 million and an annual profit of \$20 million.

Yellow bar shows supply.

Orange bar shows demand.

You may pause the game by pressing the key '0'.

The game runs in real time. You may change the game speed using the short cut keys '1' slowest to '5' fastest.

The darker the colour, the more valuable the land.

Building in light areas may be expensive but it may provide your stores with a richer clientele willing to pay higher prices.

Buildings represented by green dots are profitable whereas buildings shown in red dots are losing money. The darker the colour, the greater the profit or loss. The white coloured buildings on display are government owned and as such do not show a profit or a loss.

Building Filter Interface

The filter interface has five selection buttons labelled Firm, Corp., This City, My firms, and Product. When any of these filters are enabled, only firms within the filter will be shown on the mini map at Profit or Ownership mode.

Which Seaports are Supplying Products to Your Department Store?

If the location is shaded in yellow, it means a valid location for building your department store.

After finish the tutorial, click 'Get the Reward Now' button. And with 'esc' back to the 'main menu'.

Tutorial 2

Discount megastores can sell anything which makes them very versatile. If, for whatever reason, the supply of a product to the store is interrupted, you can easily replace it with another product.

A **specialty store** can only sell a specific range of products. For example, a furniture store can only sell furniture. If a supply problem occurs, you may not be able to solve it as easily because of the limited types of products that a specialty store can sell.

However, specialty stores do have advantages over general stores. A specialty store is more attractive to customers interested in such products.

For example, a computer store selling computers should outsell an adjacent department store selling the same product. Differences in quality, price, and brand may even things out but that's for a later tutorial.

Purchasing and Selling Units

There are several indicators on the purchasing unit. The first indicator, a blue line of dotted rectangles, indicates the stock level of the product.

If the supply bar is shorter than the demand bar, there is a supply shortage. If the supply shortage is persistent, you should consider switching to a better supplier.

Brown bar represents the unit's utilization level. When this bar reaches its full length it means that the unit has reached its full capacity and can process no more goods even if there is additional supply and demand.

Conversely, if the unit is underutilized, its facilities and resources are not used effectively. This might be one of the reasons why your store is not making as much profit as it should be.

With the time and training the level will increase and the unit will become more efficient, being able to handle greater stock quantities and meeting higher demand levels.

Purchasing Unit – Selling Unit – Link

Brands can be a very important factor for consumers' purchase decisions, especially for luxury and fashion products. For example, when it comes to buying jeans, consumers generally pay more attention to the brand than the product's actual quality.

A product's overall rating is calculated based on its price, its quality, and its brand rating. In a nutshell, a low price, high quality, and a high brand rating contribute to a high overall rating.

Tutorial 3

Timber has a quality influence of 50%, which means that the quality of the finished product is 50% affected by the quality of timber.

The quality of bed is determined by two factors:

Production Technology and Raw Material Quality

The raw materials, as just stated, represent 50% of the bed's quality and the remaining 50% is determined by production technology of the manufacturer.

Timber may also be combined with cotton and linen to produce chair.

The quality of chair is 60% influenced by the raw materials. Among that 60% ; Timber contributes 40%, Cotton contributes 10%, and Linen contributes the remaining 10%.

It's a good idea to build your factory in the rural area as the land is cheaper there.

If all members of the supply chain (raw material supplier, producer, distributor-seller etc.) belong to you, you can make the factory selection 'big'. But if raw materials etc. are purchased from outside, it would be better to make the factory selection 'small'.

Purchasing Unit (raw materials)– Manufacturing Unit (raw materials to finished product/bed)– Selling Unit

Link these units.

Raw material quality can be increased by sourcing supplies of higher quality raw materials.

The production quality can be increased by setting up R&D centers to develop better technology.

Tutorial 4

When a consumer buys a product they consider the price, the quality and the brand of the product.

For the quality, it is affected by the qualities of raw materials used and the production technology, which you have already learned in the previous tutorial.

For the price, it is very straightforward – a lower price makes a product more competitive in the market.

A **brand** is a distinguishing name intended to identify and differentiate a seller's products from competitor's products.

The local column displays the ratings for local competitors, these are local small companies that you do not see in the corporation line.

The average column combines the ratings of local and corporate competitors.

Concern column: The figures in this column indicate the factors that a consumer will consider when selecting a product to buy.

For jeans, the concerns are: Price 27%, Quality 29%, and Brand 44%. This means that the brand is a significantly more important factor for jeans.

So if you plan to start a business selling jeans, it is critical that you spend aggressively on advertising your jeans, so long as your budget permits.

On the other hand, for some products like frozen meat, consumers are concerned less about brands, and are concerned more about quality and prices.

For such products, advertising should be limited and the focus should be on optimizing your business operations to offer consumers with products of lower prices and higher quality.

It is true that different product types require different marketing strategies.

As a rule, the higher the brand concern of the product you are selling, the more aggressively you should spend in its advertisements.

Necessity Index: For cameras, it's 20%, which means that it is not an everyday necessity item. When the economy is in a downturn, consumers will cut back spending on products of low necessity indices.

Necessity Index of 'Bath Lotion' is 80% and it means that it is an everyday necessity item. Even if the economy is in a recession, people will still buy bath lotions. (Otherwise they'd all be smelly wouldn't they?)

Apparel Products: Blazer, Jeans, Leather, Jacket and Sweater

If you wish to have a single brand covering every product you sell, then you should choose the **corporate brand strategy**.

The advantage to this approach is that any new products you launch will instantly benefit from the recognition of the existing corporate brand.

The disadvantage is that brand loyalty will suffer if any of your products fail to live up to consumers' quality expectations of your corporate brand.

The second strategy, **Range brand strategy** is similar to corporate branding but its coverage is limited to product classes.

For example leather bags and leather briefcases fall into the leather goods product class.

If you decided to sell leather briefcases and bath lotions to accompany the leather bags you already sell, your leather briefcases would immediately inherit the brand rating of your leather bags (same product class) but your bath lotions would not.

The default strategy is **unique brand strategy** in which every product has a unique brand.

It will cost more to promote each individual product but it may be worth it because you will never have to worry about existing brands being damaged by new but low quality products.

- Click Range Brand

It is important to decide upon your brand strategy at the start of a game as there is a heavy cost for switching your brand strategy – it resets all existing brand ratings to zero.

- Build Department Store
- Advertising unit

It is often a good idea to place the advertising unit in the centre square of your layout so that it may link to any sale units.

Consider rating points and advertising cost.

The higher the rating points the greater the audience share.

The advertising cost is simply the cost for your advertisement to be seen a thousand times by potential customers.

To leverage the effect of the Range Brand Strategy, you should add another product from one of the product classes you are already selling.

Build another factory to produce different apparel.

You don't need advertising unit for new factory.

With the advertising delivering its effect, your products' brand ratings will continue to increase which in turn will raise your products' overall ratings and thus drive their sales higher.

Brand Rating equals to sum of **Brand Awareness and Brand Loyalty**.

Brand Awareness is simply a measure the consumers' knowledge of the brand.

Besides driven by advertising, it also increasing automatically over time, if the products featuring the brand are widely distributed and enjoy constant retail exposure.

Brand Loyalty is a measure of the consumers' attachment to a brand.

If you allow quality of your products to fluctuate, the brand loyalty will suffer as consumers can easily lose faith in products with inconsistent quality.

A strategy advice: concentrate on the products you are already manufacturing, build new retail stores and ultimately dominate the market.

Sell your products at 'apparel store' ; not 'department store'.

Tutorial 5 – Stock Market

To expand your business, you would need to raise save cash.

This time you'll use the expectation of investors to raise the much needed money.

You should offer to new shares to the public.

First, select sharing price.

After that set the number of new shares you want to issue. Now button to issue new shares to raise money.

As a rule, the longer the quantity of new shares you wish to issue, the higher the discount in share prices you must offer, in order to attract enough investors to subscribe the new shares.

Below the stock price and the total number of shares figures, you will see the market cap., or the market value of a corporation in the stock market.

Earning Per Share is a company's operating profit over the past 365 days divided by the total number of outstanding shares.

When a company issues new shares, the Earning Per Share will be diluted as the company's profit will be divided by a larger number of shares.

Your company's stock price can only go up in the long run if its EPS also goes up. Thus, for the fund that you have raised with issuing new shares, you should use them to invest into new business to generate more profits for your shareholders.

The **P/E Ratio**, or the **Price/Earnings Ratio** is an equity valuation multiple, defined as the stock price divided by earnings per share.

A high P/E ratio generally means that the stock is expensive as people are buying high prices to buy the stock, possibly driven by investors' confidence in the company's growth prospect.

Dividend Yield: This is a percentage calculated by dividing the latest dividend paid by the stock price.

Put simply, the greater the yield, the more cash is returned to each investor when the dividend is paid out each year.

If your company owns more than 50% of another company, it will be added to who section where you could select it and trade stocks on behalf of that company.

When your company owns more than 75% of another company, you will be able to execute a merger which will merge all of its business operations into your company, including all of its technological know-how.

This makes mergers a highly effective way to expand your business empire rapidly.

Besides buying stock of other companies, your company can also buy back its own stock.

The shares bought are taken out of circulation, therefore shrinking the number of outstanding shares. This can have a positive effect on earnings per share which in turn can have a positive effect on the stock price.

Depending on the current owner of the shares, select either yourself or your corporation, (in the who section) and set the amount you wish to sell and click the sell button.

If you find the stock list too cluttered you may use the stock filters to limit the type of stock to be displayed on the screen.

For example, you may choose to view only tech stocks that you currently own by clicking on the Tech button and then the owned button.

At the bottom of the screen, you can view the performances of your stock holdings, showing the gains or losses of individual stocks in your portfolio, as well as your total investment return to date. And this area can be switched to display the latest financial news by clicking the stock news located at the bottom left of the screen.

Tutorial 6

A farm can produce meat, milk, eggs, leather and a variety of crops.

The first thing we are going to do is to raise some livestock.

Build a Livestock Raising Unit.

You need to set the type of animals to be raised. Click the Raise Livestock and then select 'cattle' from the popup menu.

To the right of the Livestock Raising Unit, build a Livestock Processing Unit.

Products of cattle include frozen beef, milk, and leather. Each Livestock Processing Unit can only process one product at a time.

Now click select product and select frozen beef from the available choice.

Your cattle will now be reared and processed as frozen beef.

Add a sales unit and link it to the Livestock Processing Unit so that your farm can sell the frozen beef.

You may set up additional Livestock Processing Units to process milk and leather from cattle.

You may also grow crops in farms by using crop growing units. Growing crops is a time consuming process and it has to go through sowing, growing, and harvesting before you will see the products coming out from the unit.

Agricultural goods are essential to manufacture of a great number of products and you will find farming an indispensable business of your corporation.

To win this game, your company must make at least 20 types of products to demonstrate its ability to produce a wide range of products.

At the same time, you must achieve an annual revenue of \$100 million and an annual profit of \$10 million.

Tutorial 7

In this tutorial, you will learn how to improve the quality of your products by conducting research in R&D centers.

As you may recall, a product's rating is based on two factors: The company's production technology rating for the product and the raw material quality.

Research advances your company's production technology and thus increases your products' quality.

Air Conditioners are manufactured using Electronic Components and Steel.

You must invest into technological development if you want your Air Conditioners to be competitive in the market.

R&D is aptly conducted in R&D centers. Research projects can take some time to complete, so it's a good idea to begin research as soon as possible.

Build R&D center.

Press the shortcut key 'B' to open the build menu.

Select R&D center from the menu and find a location to build it.

It's a good idea to build your R&D center on the outskirts of the city as the land is cheaper there.

There is only one type of functional unit to build in an R&D center which is the R&D unit.

You can set up a maximum of nine R&D units in an R&D center. You may have them work independently as nine separate teams or link them into a large, single team for increased performance.

When you start an R&D project with more R&D units linked together, you get a boost in R&D performance and thus get a bigger tech gain.

Now your R&D team is ready to commence research. All they need is your direction.

Click the 'leader' unit of your R&D team which is the one with connections to all other R&D units in the team.

Click Start R&D button.

You use this interface to select the type of product you want to conduct R&D for.

The column Current Tech indicates your current production technology level.

The next column top tech indicates the top technology level for each product type. This value will be updated whenever a company has achieved a higher tech level than the current top tech level. It is an important indicator as it tells how your company fare against the competition in technology.

Now select Air Conditioner from the list by double-clicking it.

Next you must decide how long your research project will run.

The list shows the R&D time duration and the expected increase in the technology level for the product. The tech increase is greater for projects with longer durations.

Since this is your first R&D project, let's select 6 months for the time duration to get the result sooner.

While waiting for the R&D project to complete, let's go ahead and set up a factory to manufacture Air Conditioners.

(Build Air Conditioner Factory).

To see the effect of R&D on your manufacturing operations press shortcut key '5' to set the game speed to the fastest.

When a R&D project of yours is finished, you will see a flashing 'Event Tracker' icon at the bottom menu bar.

Keep your eyes on this area. Once the Event Tracker icon (indicated by an '!' sign) appears, you can go ahead and click it.

The above Event Tracker message window indicates that the your R&D project has been completed, increasing your production technology level for Air Conditioners to 33.

All your factories producing air conditioners will benefit from the technological advancement, enabling them to produce air conditioners of higher quality.

On the event tracker window you may click the 'Go' button to access your R&D center where the R&D project is completed and decide if you want to continue to research better technology for the same product or direct your R&D team to research on something else.

Next, we'll take a quick look at the managerial option of providing training to your employees, which is essential for improving the overall competitiveness of your company. Depending on the type of the functional unit, training may increase its productivity and/or its capacity.

For R&D units, training increases their productivity and capacities.

For manufacturing units, training increases their productivity and capacities.

For livestock raising units and crop growing units, training improves the quality of their output as well as their capacities.

For purchasing units and sale units, training increases their efficiency and capacities.

The training bar is situated at the lower center of the firm detail window.

You may adjust the amount of training the current firm receives by clicking a point on the training bar. When the bar is set to full, it means you have allocated the maximum possible training budget to it.

Click an R&D unit to see the details of the staff.

There are 12 staff members in each R&D unit, represented by 12 figures in red overalls.

During training, those who have been trained already will be shown wearing blue overalls.

When the entire staff of a functional unit has been trained (all in blue overalls), the units experience level will increase by one point and the staff's overall color will revert to red.

Training can be costly for a company with limited cash but the end results are worth the initial outlay of money.

In this tutorial game, you are fortunate to start with ample cash. So feel free to set the training slider to maximum.

You have done a great job laying a solid foundation for your business to grow with sound R&D facilities and familiarized yourself with the training interface. Your efforts will pay off as you attempt to take your business to the next level.

Your goal in this tutorial game is to grow your business from a humble manufacturer of Air Conditioners to a successful enterprise dominating the entire Home Appliances market and at the same time generating an annual profit of at least \$20 million.

(Build up R&D units separately for every product)

Tutorial 8

In this tutorial, you will learn about setting up various useful departments in your headquarters.

Each department has a unique function and enable you to run your corporation with greater efficiency.

Select headquarters from the Building Menu and find a location to build it.

If your corporation is flush in cash you may choose a prime location in the downtown for building your headquarters. Otherwise, you may simply choose a less expensive location and save the money for future business expansions.

Inside your headquarters (HQ), you will see the usual 3x3 layout grid.

There are functional units specifically for HQ. But unlike other functional units you have added before, the units in HQ need not to be linked to each other, as each unit represents a department that operates independently.

The Human Resources (HR) department allows you to organize a corporate wide intensive training program. Such a training program helps to improve the efficiency and productivity of your employees, thereby making your company more competitive as a whole.

It is particularly useful when your corporation has grown to a large size with hundreds or even thousands of employees.

It allows you to organize a corporate wide training with a single interface without having to micromanage individual firms.

You may also set up offices for your senior management executives.

You may hire a Chief Marketing Officer (CMO) to run advertising campaigns for your products, and a Chief Technical Officer (CTO) to oversee you research and development projects.

You may also hire a Chief Operating Officer (COO) and place him or her in charge of any of your firms.

You could, for example, hire someone with expertise in manufacturing as your COO for managing all of your factories. All the manufacturing units in your factories will get an instant boost in productivity thanks to the COO's expertise.

Finally, you may set up an office for the Chief Executive Officer (CEO). As you are the CEO, that would be your office.

With all the skills and experiences you have acquired, you are well equipped to realize your ambition of building a business empire that the world would admire.

You can take vertical integration to a new level by setting up your own mining operations to supply your factories with the raw materials they need.

Click the Resource mode icon and all natural resources sites currently available will be shown on the mini map.

The letters on the mini-map indicate the types of natural resources available. For example 'A' means aluminium.

You can always click on the mini-map to bring the city view's focus to a resource site, where you will be able to see details of the resource site by hovering your mouse over it.

When you have located a natural resource site which you intend to buy, you may go ahead and select 'Mine' from the build menu and build a mine on the resource site.

Asides from mines, you may also build Oil wells for extracting crude oil (represented by letter 'O' on the mini-map) and 'Logging Camps' for processing Timber (represented by letter 'T' on the mini-map).

As you have seen throughout the tutorial series, there are so many possible ways to expand your business.

Becoming a producer of natural resources on your own to strengthen your supply chain is just one of them.

You have done a magnificent job broadening your business knowledge and sharpening your business skills while going through the tutorials.

Your final goal is to grow your company to a large corporation with 1000 or more employees, and achieve an annual revenue of \$1 billion and an annual profit of \$100 million.

This is a lofty goal, for sure. If you manage to pull it off, it will prove to the world that you have emerged as a formidable force in the business world.

SHORTCUT KEYS

0 – 5 game speed (0-pause, 1-slowest, 5-fastest)

O – Option menu

S – Save game menu

Ctrl-S – Quick save the current game into file “QuickSave.SAV”

L – Load game menu

C – Corporation summary report

D – Corporate detail report

P – Product summary report

R – Product detail report

F – Firm summary report

I – Financial report

E – Person report

G – Goal report

T – Cities report

H – Showheadquarters details

F1 – Manufacturer’s guide

F2 – Farmer’s guide

F3 – Manager’s guide

F4 – Stock market

F5 – Event Tracker

F6 – Open the Firm Financial Report while viewing the firm detail screen

F7 – Open Library Plan Library (while viewing the firm detail screen)

F7 – Score Report (while NOT viewing the firm detail screen)

F8 – Toggle the “My Firms” filter on and off

F9 – View the current game settings

F10 – Buy Land

F11 – Financial Actions

Tab – Show/hide the tool bar

Press **Tab** key in Product Detail Report – Open the search product window

Q – go back to the previously selected firm.

M – Show/hide mini-map window
W – Show/hide world map window
V – Show/hide the News Log window
N – Set newspaper display options

, – Farthest zoom
. – Medium zoom
/ – Closest zoom

Left Arrow Key – Previous city

Right Arrow Key – Next city

Up – Previous firm

Down – Next firm

ALT + Arrow Keys – Scroll the city map. Alternatively, you may move the mouse towards any edge of the screen to scroll the city map.

Space – Open the firm detail window of the current selected firm. If no firm is currently selected, it will automatically select the next available firm within the current filter. If a firm is already selected, it will show the next firm within the current filter.

Hint: Set the filter to “My Firm” and use Space key to examine your firms conveniently.

ESC – Exit the current screen

You can use **PgDn/PgUp** keys, and **Up/Down** keys to browse records within a list box.

And use **Home** and **End** keys to jump to the top and bottom of a list box.

Note that this is context sensitive — when there are several list boxes on the same screen, you can position your mouse cursor within one of the list boxes and the shortcut keys that you have pressed will affect the respective list box.

VOCABULARIES

Thriving: büyüyen	tutorial: öğretici başlangıç
Churn out: seri üretim yapmak	fierce: şiddetli
Stand out: ayrılmak	edge: eşik
Flourishing business: büyüyen iş	rival: rakip
Conglomerate: holding	impressive: etkileyici
Progress: gelişim göstermek	department store: supermarket
Short cut: kısayol	clientele: müşteriler
Ambient: çevreleyen	residential: yerleşim yeri
Cursor: imleç	shaded: gölgelenmiş
Valid: doğru	adjacent: yakın, bitişik
Dotted: noktalı	persistent: kalıcı
Nutshell: özet	digest: hazmetmek, özümsemek
Humble: mütevazı	timber: kalas, kereste
Spot: farketmek	briefcase: çanta
Inherit: miras olarak almak	Launch: piyasaya sürmek
Instantly: hemen	delivering: teslim etmek
Beside: kıyasla / yanında	presence: varlık
Faith: güven	shrinking: küçülme
Merger: birleşme	execute: yerine getirmek
Prospect: olasılık	wool: yün
Cattle: sığır	Livestock raising: hayvan yetiştiriciliği
Livestock: besi hayvanı	crop: ekin, mahsul

Popup menu: açılan menu	reared: yetiştirilen
Sowing: ekim	harvesting: ekin biçme
Indispensable: vazgeçilmez	conducting: yürüten
Conducted: yürütülen	outskirt: şehir dışı
Aptly: uygun bir şekilde	boost: artırmak
Commence: başlatmak	whenever: herdiğinde
Fare: başarmak, üstesinden gelmek	revert: eski haline dönmek
Fortune: şans	ample: bol
Slider: kaydırma butonu	laying: yayma
Solid: sağlam, sert	downtown: şehir merkezi
Flush: birden akmak	humble: sıradan
Prime: en iyi, başlıca	charge: görevlendirmek
Instant: anlık	ambition: hırs
Equipped: donatılmış	admire: hayran olmak
Hovering: süzülme	asides: bir yana
Oil Wells: Petrol kuyusu	Lagging: tomrukçuluk
Magnificent: fevkalade	broadening: genişleyen
Sharpening: bileme	lofty goal: büyük amaç
Pull it off: üstesinden gelmek	prove: ispatlamak
Formidable: zorlu, dişli	