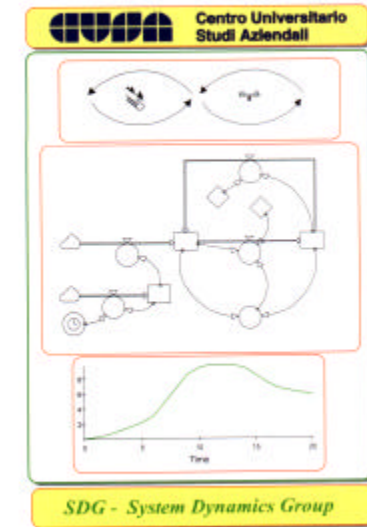


# Promoting Entrepreneurship Through Open-distance- Learning Management Flight Simulators

## *EcoRoll educational package*



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18th ISCD, Bergen 6-10 August 2000

# THE *ECOROLL* EDUCATIONAL PACKAGE

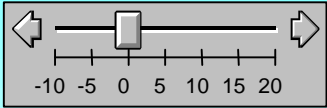
- Supports small business planning in the start-up and early growth stages
- It includes:
  - ⇒ a tutorial guide to business plan drawing-up
  - ⇒ a case-study
  - ⇒ an SD simulation model
  - ⇒ a spreadsheet financial model for business planning
- The simulation package can be downloaded via the internet

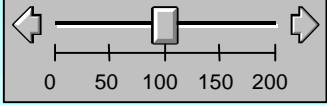
# AN OVERVIEW OF *ECOROLL*

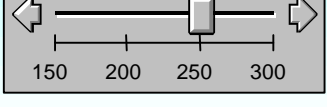


- Produces and sales in-line skates
- High market innovation & competition
- Short product life-cycle (about 1 year)
- Critical success factors:
  - ⇒ price/quality ratio
  - ⇒ delivery delay
  - ⇒ promotion
  - ⇒ product portfolio management

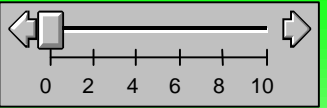
### MARKETING

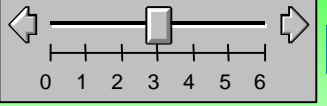
[Salesmen](#)  **0**

[Promotion](#)  **100**

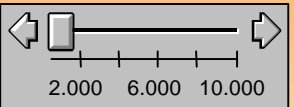
[Price](#)  **250**

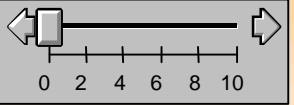
### DESIGN

[Designers](#)  **0**

[New Products](#)  **3**

### PRODUCTION

[Production capacity](#)  **1,000**

[Assembly line staff](#)  **0**

[Components quality](#)  HIGH  MEDIUM

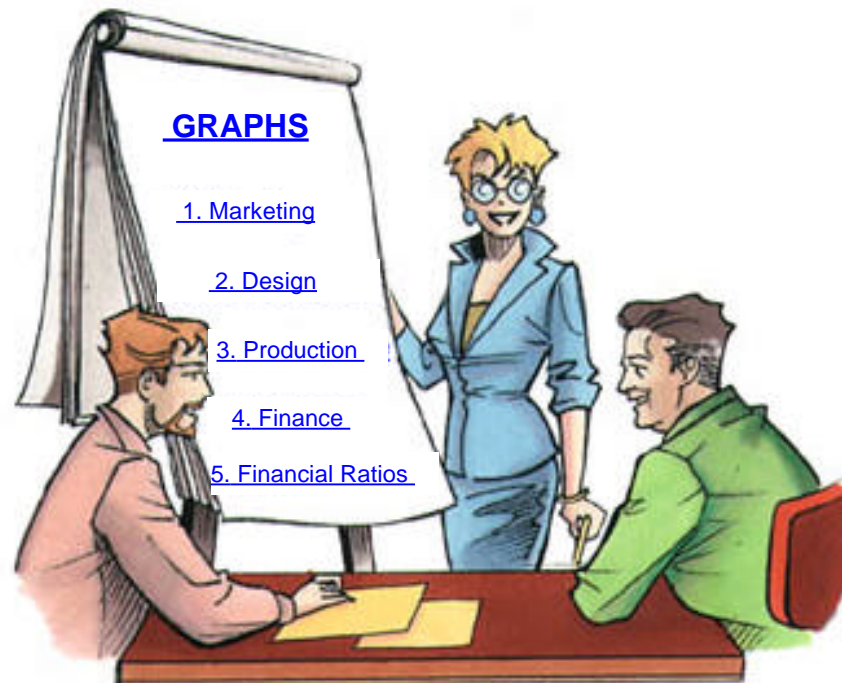
#### ACTUAL VALUES

Salesmen	<b>1</b>
Average product price	<b>0</b>
Designers	<b>2</b>
Total products	<b>0</b>
Assembly line staff	<b>4</b>
Production capacity	<b>1.000</b>

#### PRODUCT PORTFOLIO

LAUNCH	GROWTH	MATURITY	DECLINE
0,00	0,00	0,00	0,00

Product distribution %



WEEK

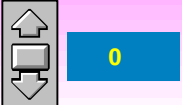
 **Play**

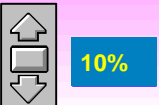
 **Stop**

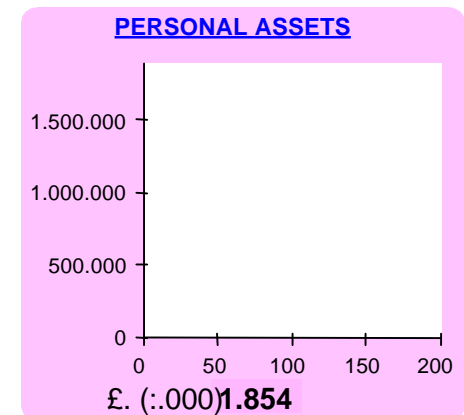
 **Help**

  
0

### FINANCE

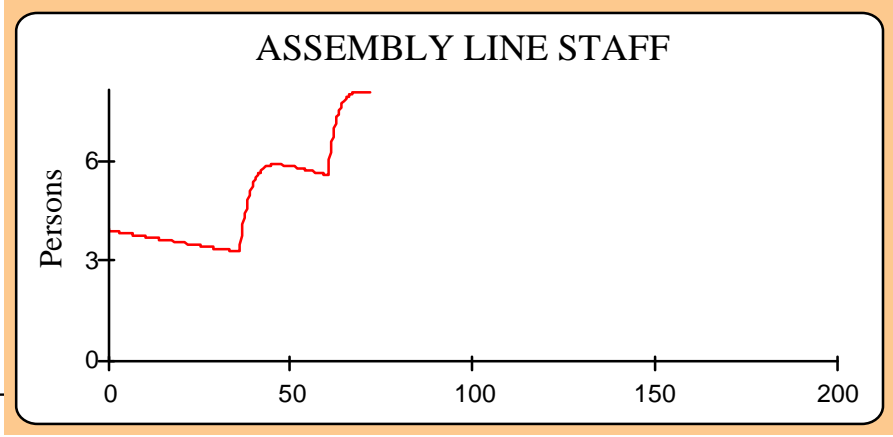
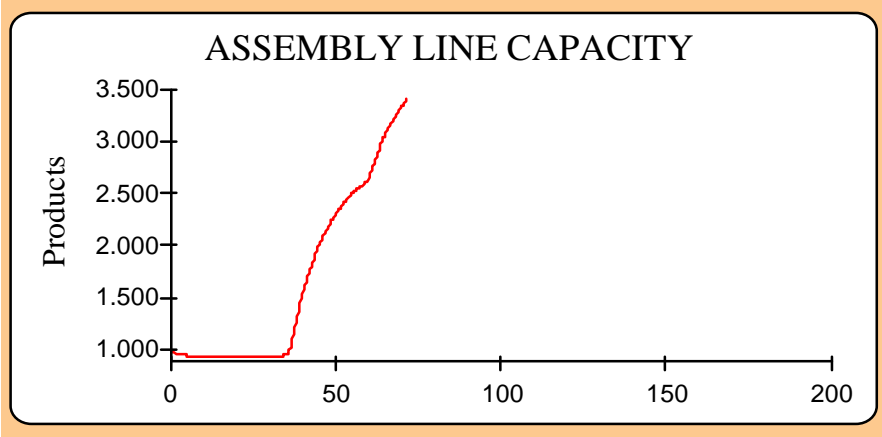
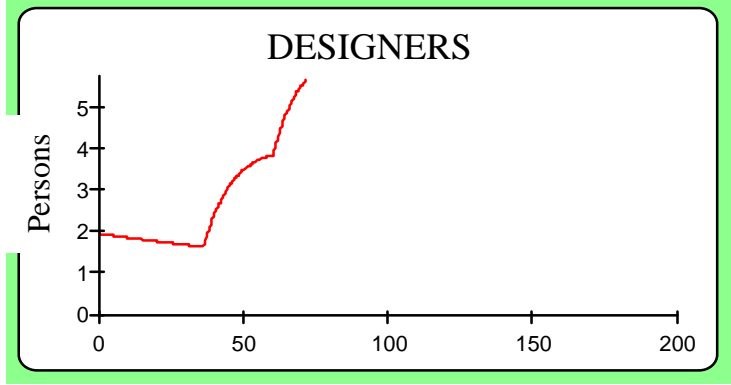
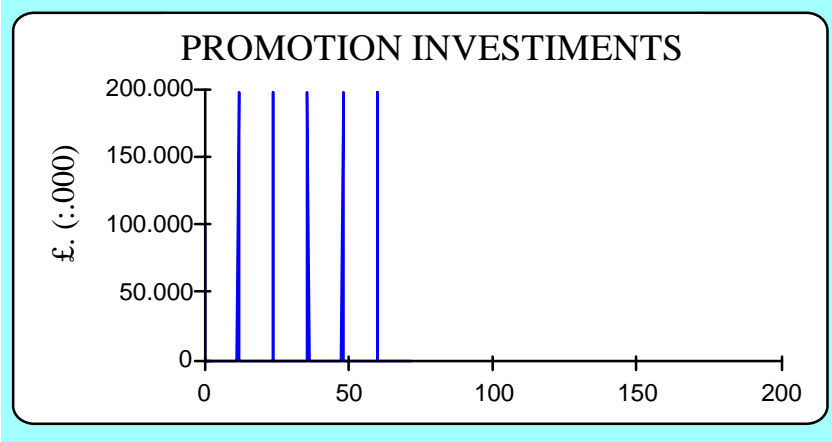
[Equity investments](#)  **0**

[Dividends \(%\)](#)  **10%**

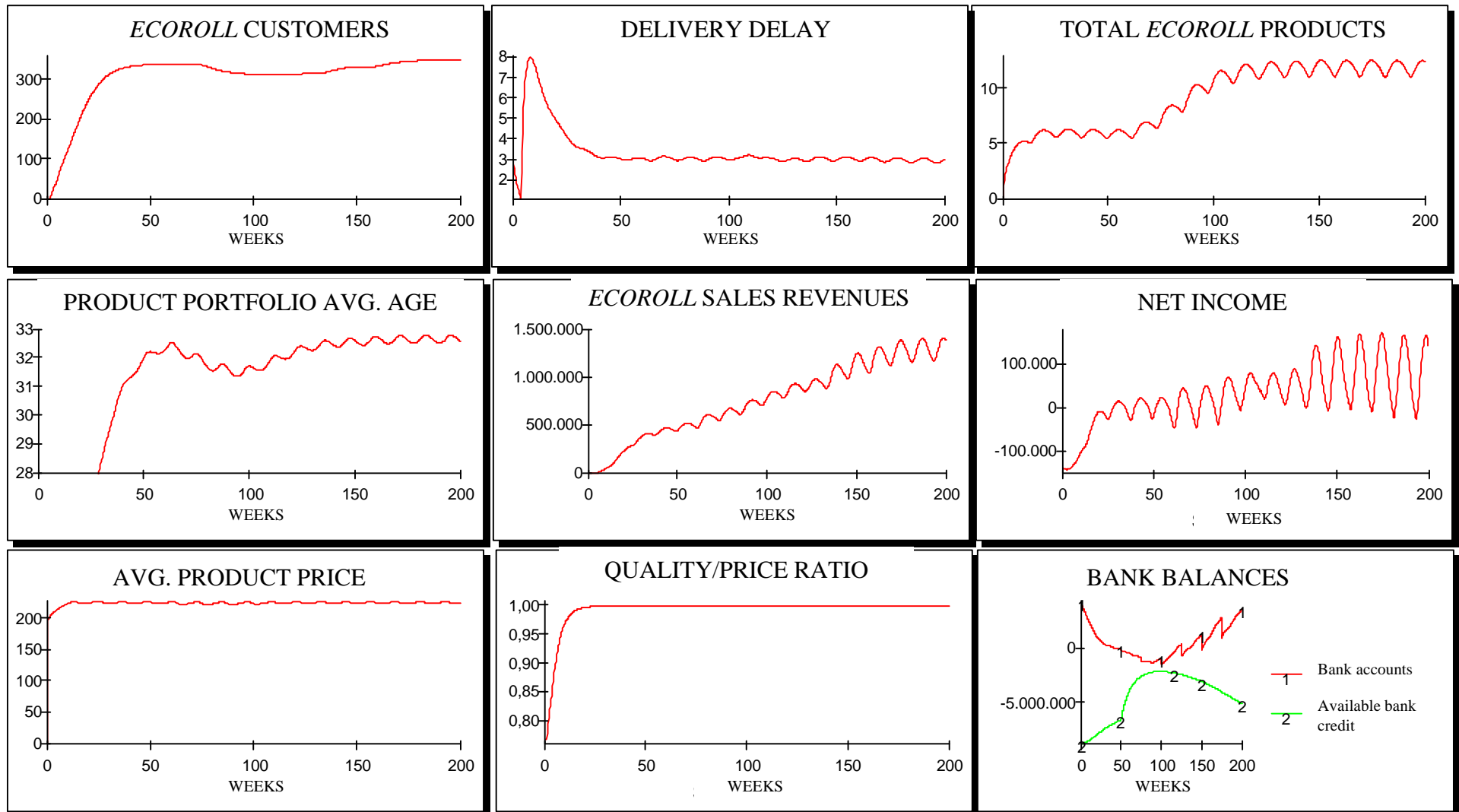


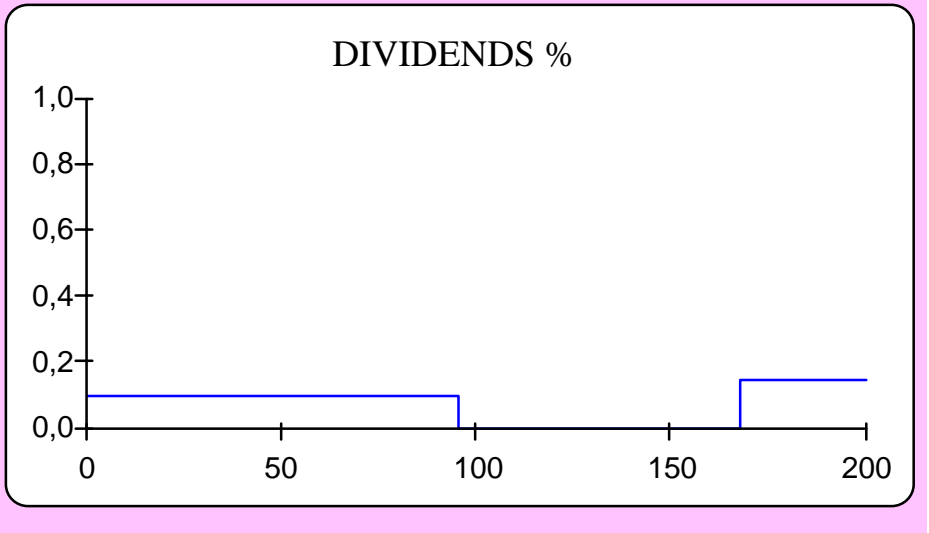
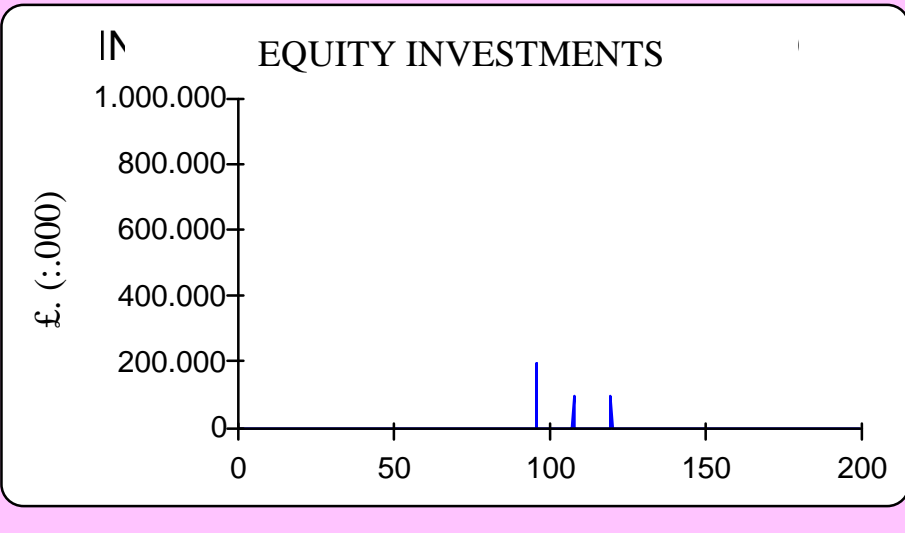
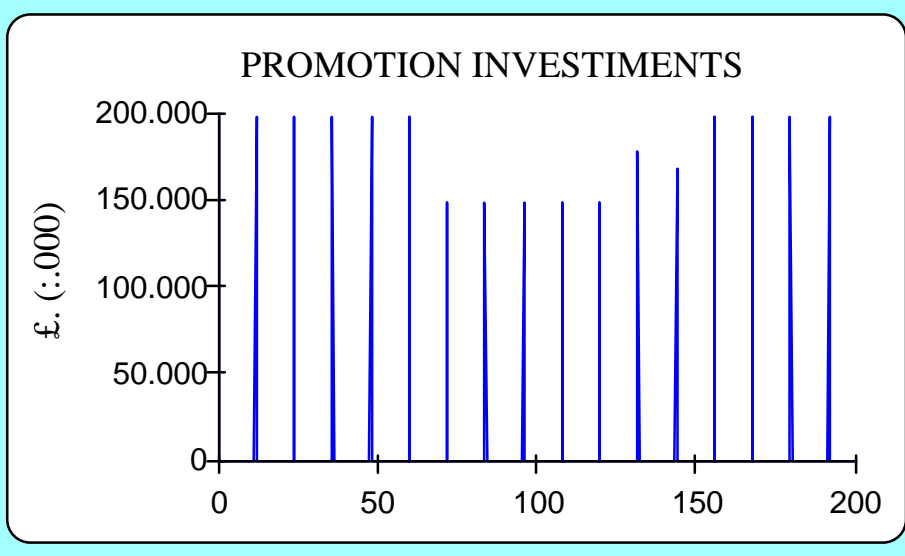
# 1. AGGRESSIVE STRATEGY: AVG. QUALITY; HIGH PDT INNOVATION AND DELAYED PRODUCTION CAPACITY INCREASE



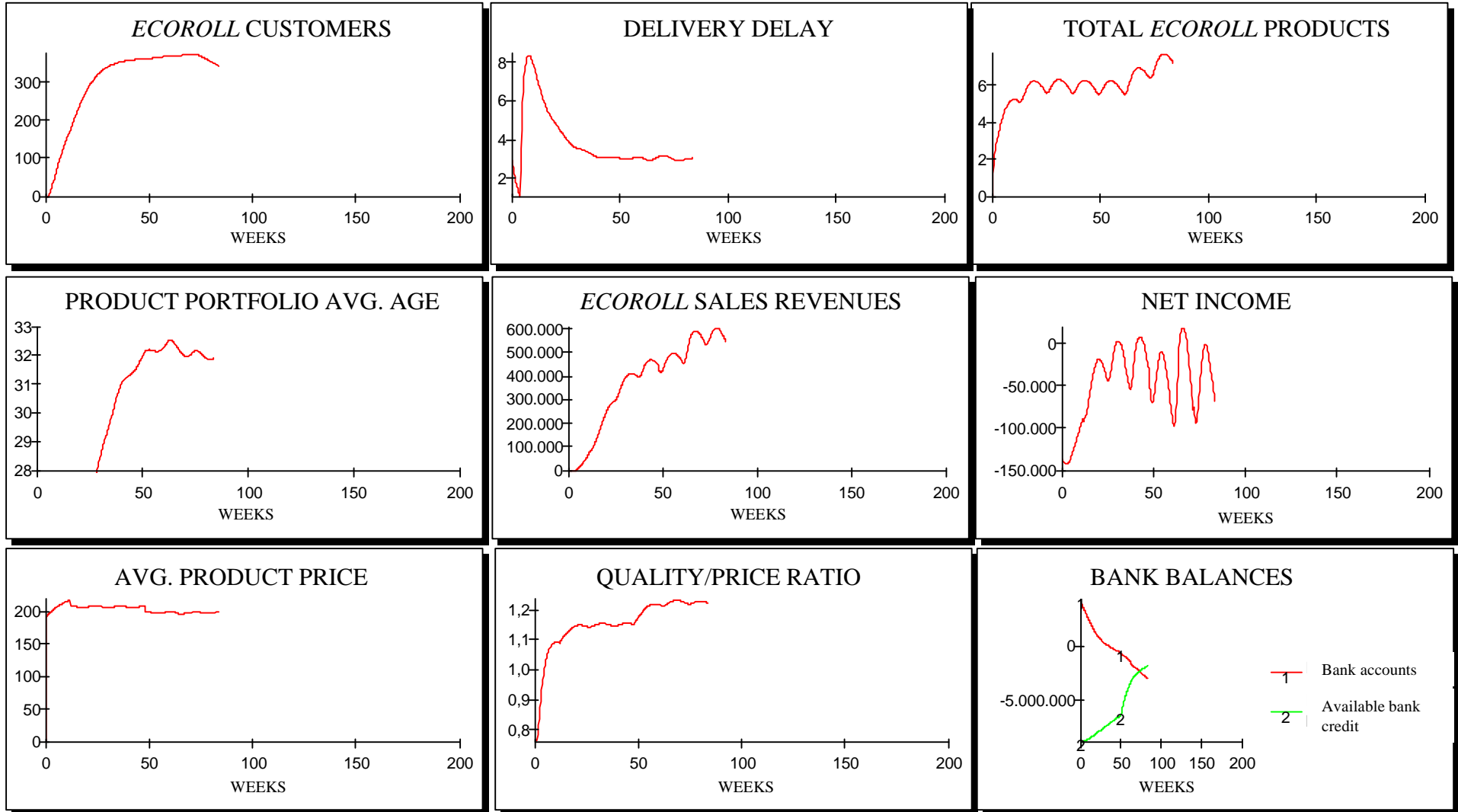


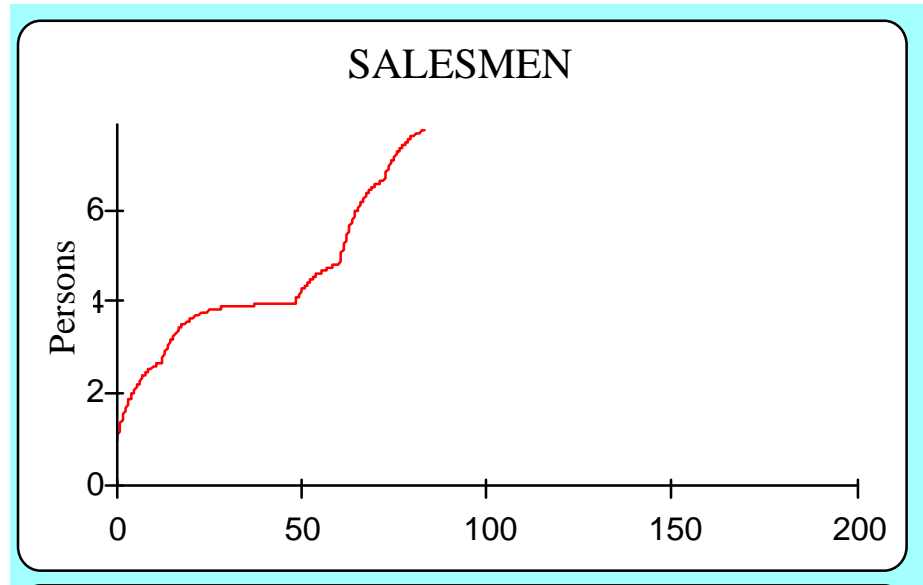
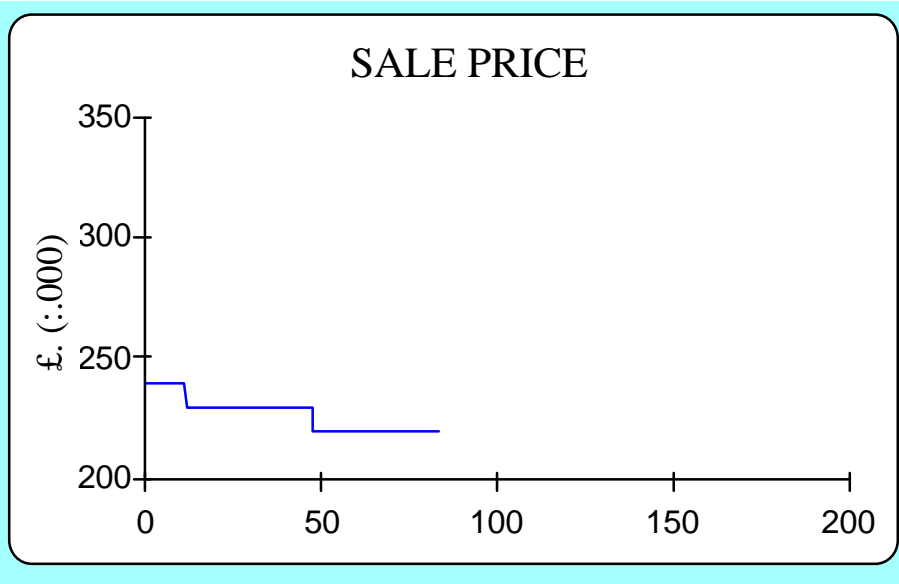
## 2. AGGRESSIVE STRATEGY: AVG. QUALITY; HIGH PDT INNOVATION AND PROMPT PRODUCTION CAPACITY INCREASE



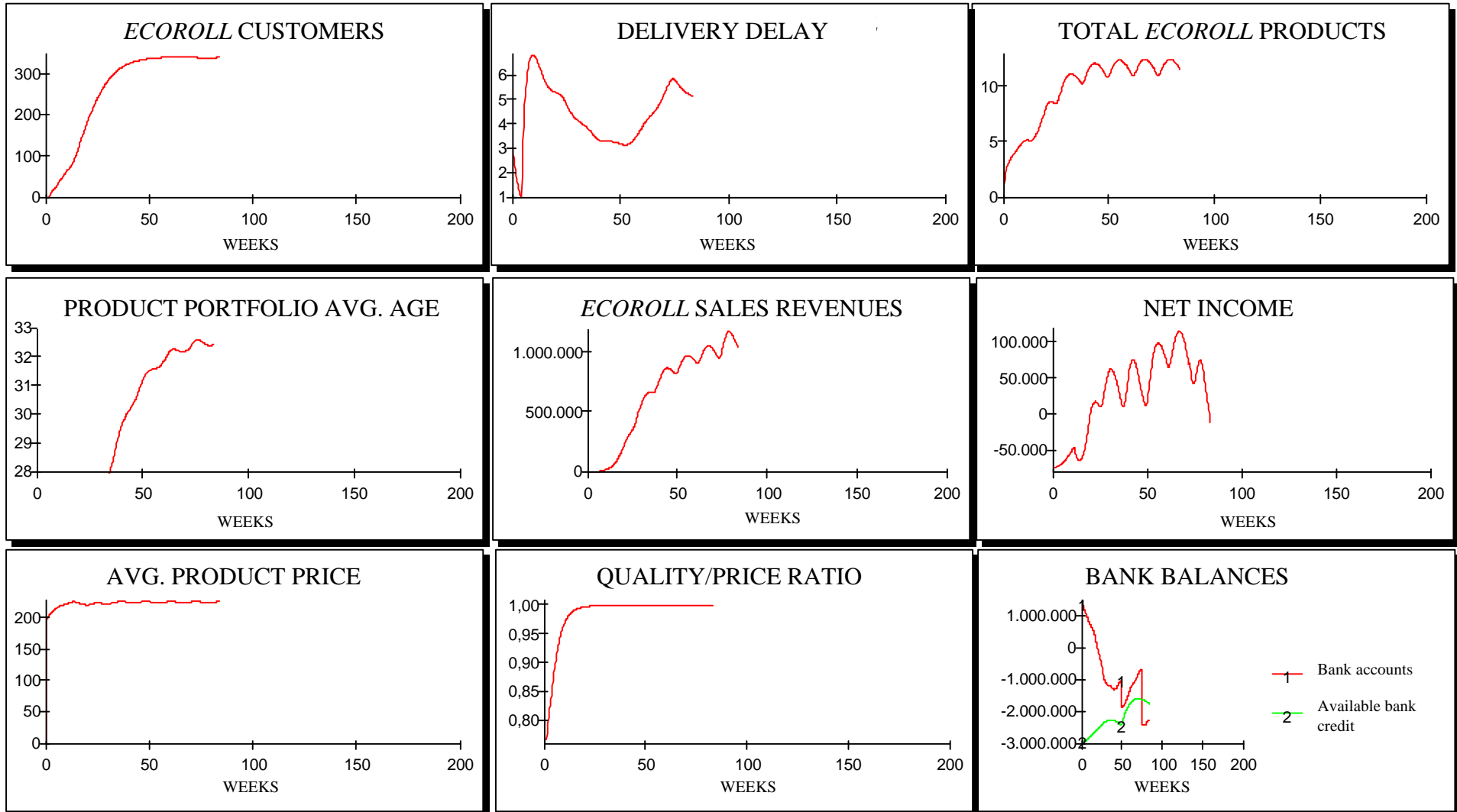


# 3. AGGRESSIVE STRATEGY: AVG. QUALITY; LOW SALE PRICE; HIGH PDT INNOVATION

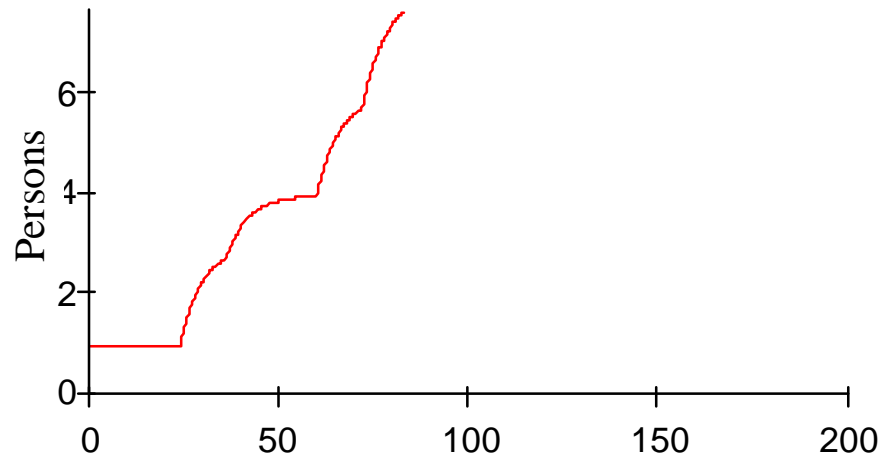




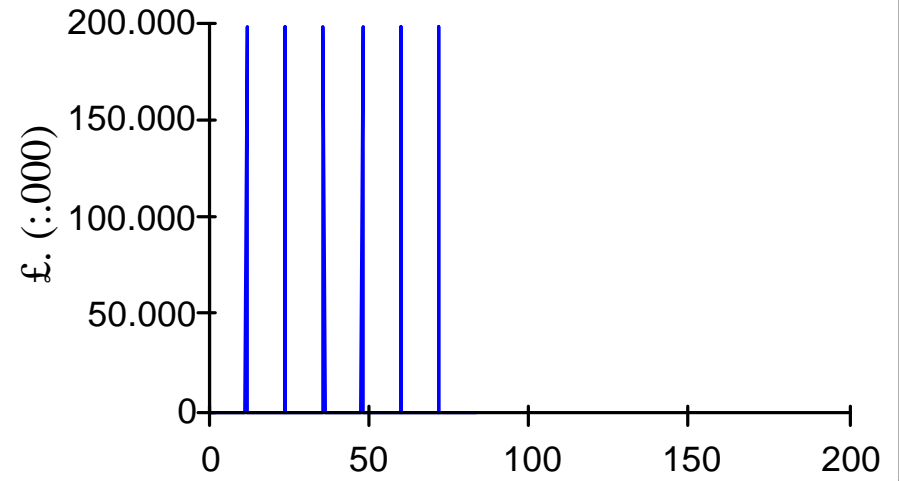
# 4. AGGRESSIVE STRATEGY: AVG. QUALITY; HIGH PDT INNOVATION; HIGH COMMERCIAL INVESTMENTS



### SALESMEN

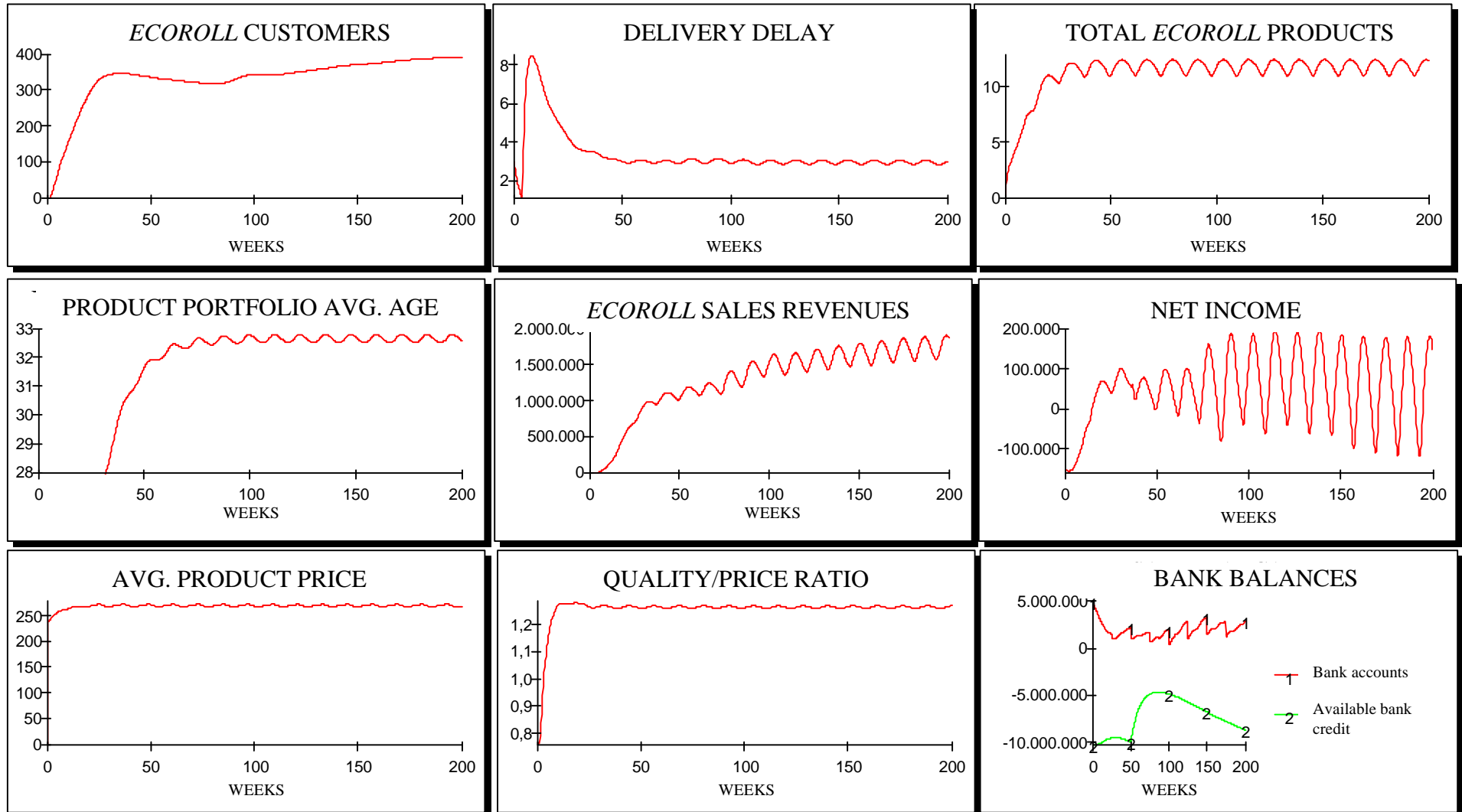


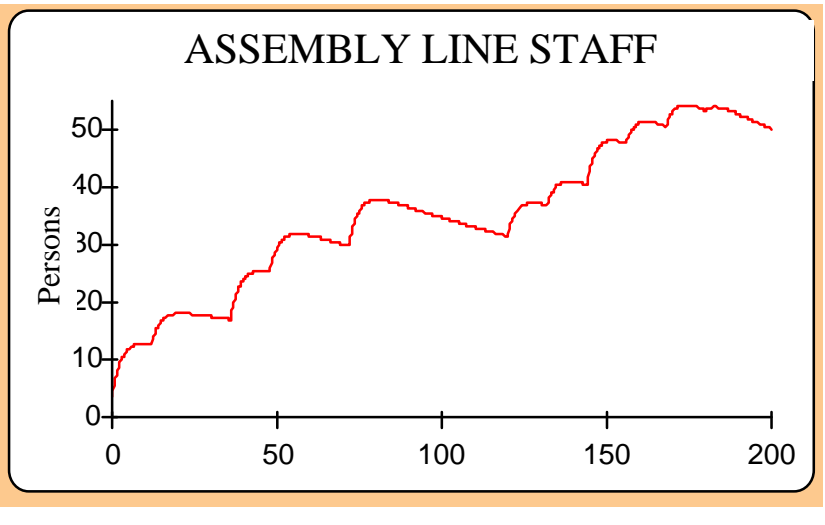
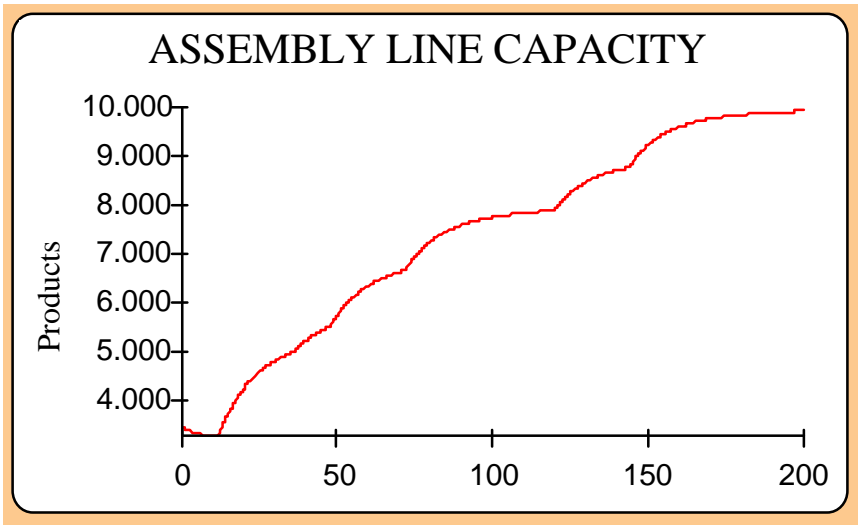
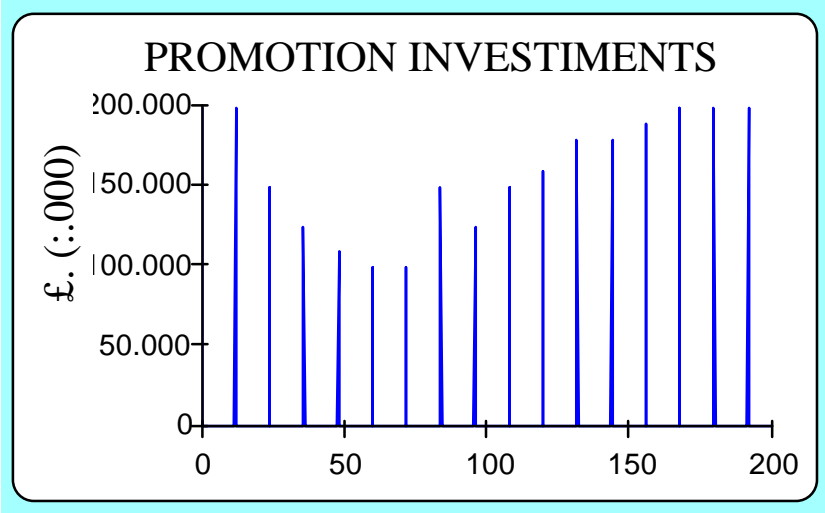
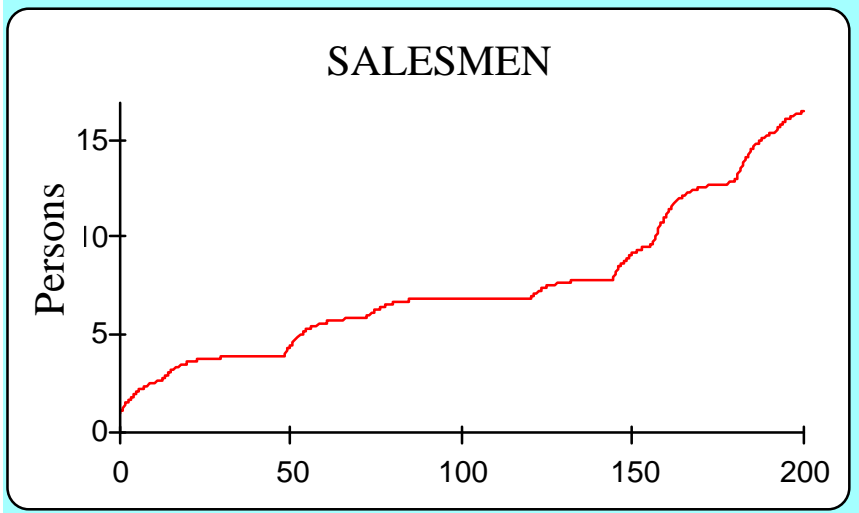
### PROMOTION INVESTMENTS



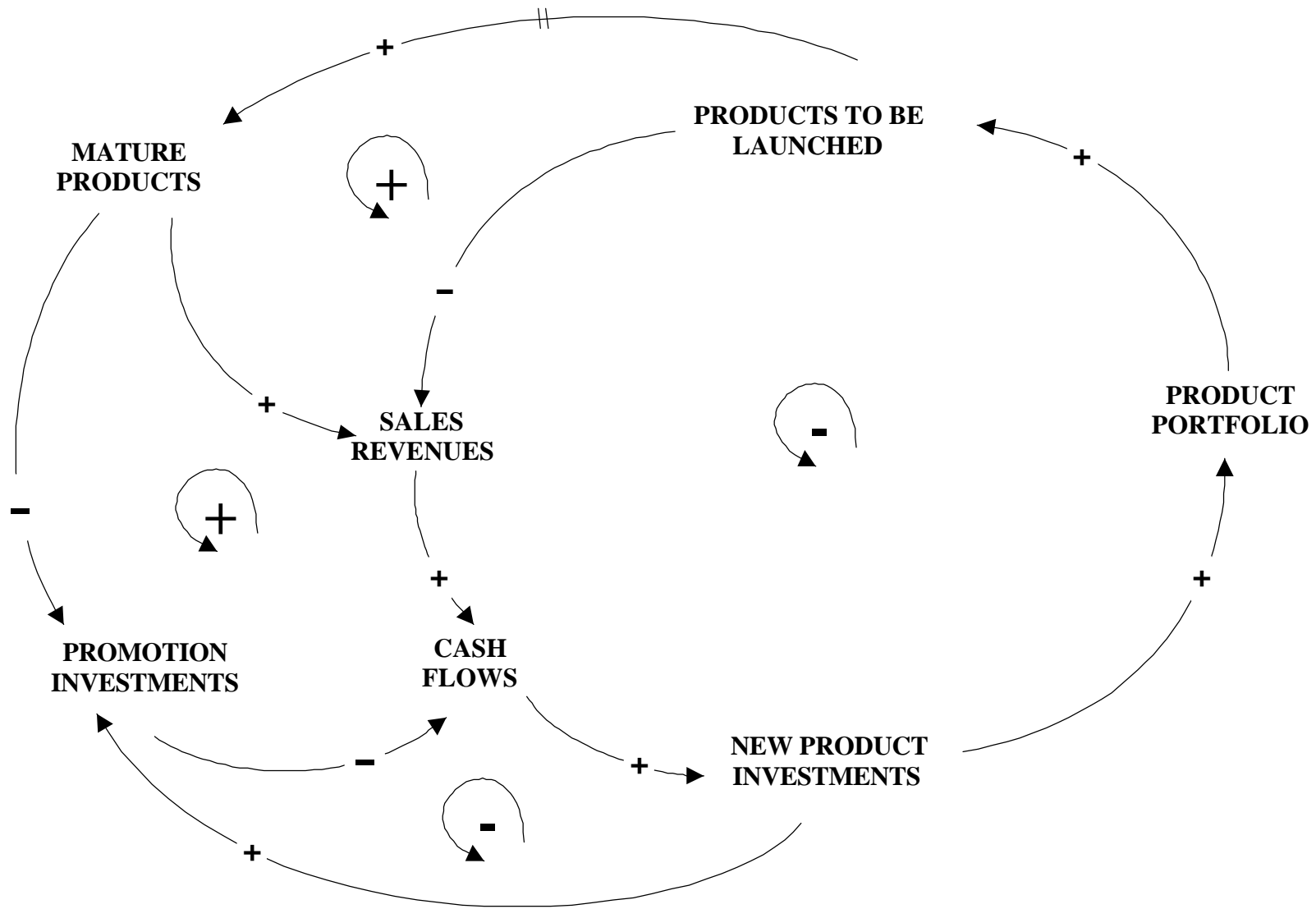
# 5. AGGRESSIVE STRATEGY:

*AVG. QUALITY; HIGH SALE PRICE; HIGH PDT INNOVATION;  
HIGH COMMERCIAL INVESTMENTS*





# PRODUCT PORTFOLIO



# WHAT SMALL BUSINESS ENTREPRENEURS CAN LEARN FROM *ECOROLL M.F.S.*

- How to draw up a business plan in a system dynamics perspective
- Understanding small business peculiar complexity factors (i.e. personal assets vs. equity; perceived business solvency by banks)
- Balancing the commercial with production view of the firm
- Managing product portfolio