

## DESCRIPTION & LEARNING OBJECTIVES

You are about to embark on an exciting journey in the world of experiential learning. 'Distributor Mania' is an interactive on-line simulation game that requires you to take up role of a Distributor. The game requires you to apply simple logic in a decision-making setting. You would have to take 7 decisions.

Distributor is the keystone to FMCG business sector. FMCG distributor generally has exclusive rights of distributing a set of products in a defined geographical location. Distributor responsible for the redistribution of the products, market coverage and retail penetration. Key roles include-

- Purchases/stocks products in bulk quantity from the manufacturer and distribute/sell them to retailers in small quantity
- Takes orders from the retailers & locally present institutions and ensures quality and on-time delivery of products
- Maintains products stock and ensures meeting the requirement of outlets
- Provides needed finance for allowing credit to the retail market
- Expands the retail market (by opening new outlets) as well as the retail penetration of various products
- Does field level marketing activities like in shop promotions, display and merchandizing
- Helps in minimizing consumer complaints and resolving them

The mechanics of playing the game are very simple. As a player you compete against vendors in a simulated market that are managed by other players. The general process is to enter your decisions for a given period. Then, in the tournament game, you will advance to the next time period in accordance to the specified schedule that will be given to you. You must make sure your decisions are submitted before the specified times otherwise your previous round decisions would get repeated. After end of each period, your decisions are evaluated relative to the competition and a set of reports are generated for your introspection.

In Round 1, you are required to select the distributor. Each distributor performance will vary based on business decisions taken by distributor.

You are required to take decisions in round 2 to round 5 to manage business operations of distributor.

## DESCRIPTION OF GAME DECISIONS

The purpose of this section is to describe the game decisions and their effects on the firm in the simulation.

Decisions to be Taken	Current Round	Last Round
Opening Inventory (in ₹)	35,000	0
Balance Cash at Start (in ₹)	2,032,620	2,000,000
SKU Order (in ₹)	800000	800,000
Number of Salespeople	1	1
Beat per Day	75	75

### SKU Order

It is equal to your estimate of Sales in the upcoming period adjusted for existing Stock in the Godown.

### Number of Salespeople

You need to decide on Number of Salespeople you want to keep.

### Beat per Day

You need to decide on Number of Outlets your every Salesperson strives to visit.

### Number of Vehicle

You need to decide on Number of Vehicle you want to ply.

### Credit Period in Weeks Offered to Retailer

You need to decide on Credit Period you want to extend to Retailers.

### Margin in %age Offered to Retailer

You need to decide on extra Margin Percentage you want to extend to Retailers.

### Promotional Activity

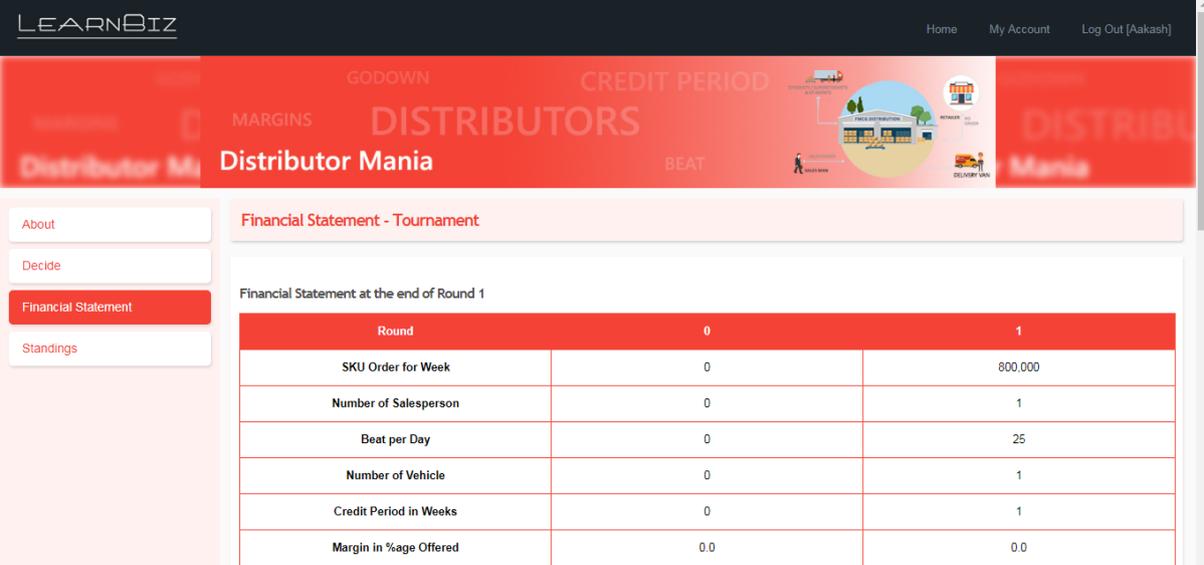
You need to decide on Promotional Activity for the upcoming period.

## DESCRIPTION OF REPORTS

You are provided with a set of reports at beginning of each period. These reports will help you understand your performance and ways to improve the same. It is critical to clearly understand the reports before you make any decision.

### Financial Statement

Financial Statement is a very important report as it surmises the health of the concerned Distributor. The variable Value is used as the deciding parameter for Standings.

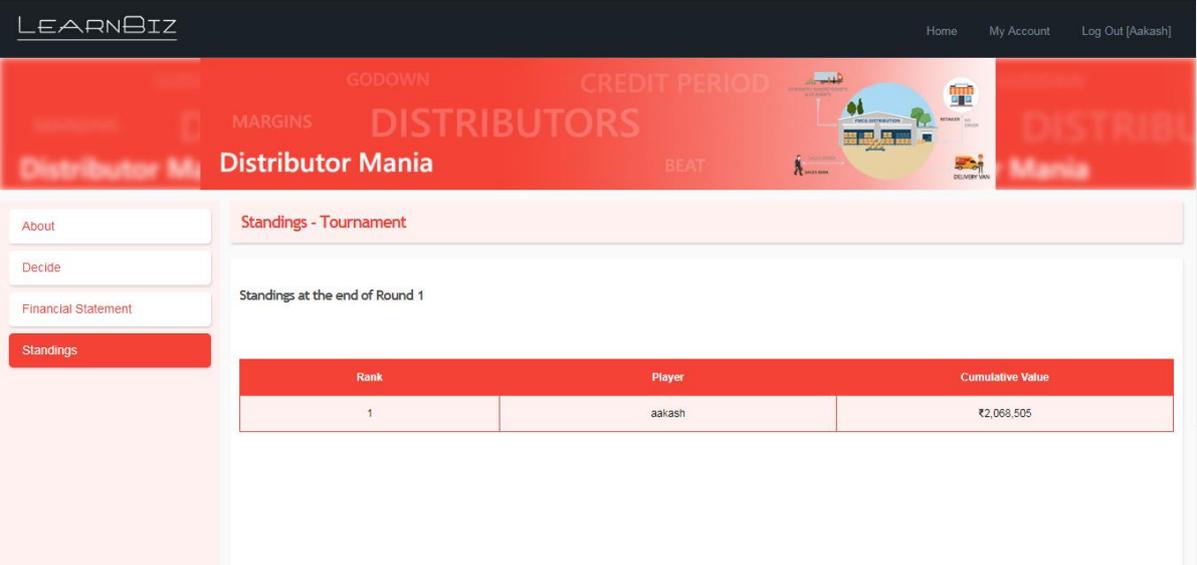


The screenshot shows the LearnBiz website interface. The top navigation bar includes the LearnBiz logo, Home, My Account, and Log Out [Aakash]. The main header features the text 'DISTRIBUTORS' and 'Distributor Mania'. A sidebar on the left contains navigation options: About, Decide, Financial Statement (highlighted), and Standings. The main content area displays the 'Financial Statement - Tournament' report, titled 'Financial Statement at the end of Round 1'. The report is presented as a table with three columns: Round, 0, and 1. The data rows include SKU Order for Week, Number of Salesperson, Beat per Day, Number of Vehicle, Credit Period in Weeks, and Margin in %age Offered.

Round	0	1
SKU Order for Week	0	800,000
Number of Salesperson	0	1
Beat per Day	0	25
Number of Vehicle	0	1
Credit Period in Weeks	0	1
Margin in %age Offered	0.0	0.0

## Standings

The Standings lists the profit performance of each firm in the game. The firms are ranked by cumulative profits.



The screenshot shows the LearnBiz website interface. The top navigation bar includes the LearnBiz logo, Home, My Account, and Log Out [Aakash]. The main header features the game title 'Distributor Mania' and various menu options like GODOWN, MARGINS, CREDIT PERIOD, BEAT, and DISTRIBUTORS. A sidebar on the left contains navigation links: About, Decide, Financial Statement, and Standings (which is highlighted). The main content area is titled 'Standings - Tournament' and displays 'Standings at the end of Round 1'. Below this, a table shows the following data:

Rank	Player	Cumulative Value
1	aakash	₹2,068,505