

# Introduction

Congratulations, you are now in charge of a multimillion dollar company. You manufacture sensors, which you market and sell to other manufacturers. They put your products into the devices they sell. Your company was created when the government split a monopoly into identical competitors. As a monopoly, operating inefficiencies and poor product offerings were not addressed because:

- Increasing costs could be passed onto customers;
- Mediocre products would sell because customers had no other choices.

Although last year's financial results were decent, your products are getting old, your marketing efforts are falling short, your production lines need revamping and your financial management is almost nonexistent. Competition in the post-monopoly era means you can no longer ignore these issues. If you do, competitors with better products and/or lower prices will take your market share.

## Practice Rounds

Practice Rounds allow you to organize workflow among the members of your company. You will begin to compete against the other companies in your simulation or, if you are in a Footrace competition, against a common set of computer-run companies.

During the Practice Rounds, you can experiment with your decisions in a competitive environment.

## Decision Summary

The Decision Summary is a complete history of all team decisions. It will help you identify your decision-making strengths and weaknesses. The audit is available from two locations:

- From the Capstone Web Application, click Help in the menu bar; or
- On the Dashboard, click Reports on the left-hand menu, and then click the Decision Summary link.

## Company success

The board of directors, shareholders and other stakeholders expect you to make the company a market leader. Successful managers will:

- Analyze the market and its competing products;
- Create and execute a strategy;
- Coordinate company activities.

Best of luck in running a profitable and sustainable company!