



Common Pitfalls Exercise

Using Simulation Report results, make observations on each section in regard to what you might talk about during the debrief. Fill out the observation sheet below.

Report High Level Overview
<p>Points of interest: Emergency loan, sales growth rates vs market growth rates, contribution margins, stock price change.</p> <p>Observations:</p>
Report – R&D/Marketing
<p>Points of interest: Product analysis, market segment analysis, competitor analysis, customer buying criteria, awareness, accessibility, and actual vs potential market share.</p> <p>Observations:</p>
Report - Production
<p>Points of interest: Plant improvements, inventory issues, margin analysis, plant utilization, product analysis.</p> <p>Observations:</p>

Report - Finance

Points of interest: Cash flow analysis, Balance Sheet analysis, income statement analysis

Observations:

Report - Miscellaneous

Points of interest: Strategy analysis

Observations: