

Global Initiatives

Overview

The Global Initiatives module includes an international twist to your simulation. Participants are required to develop their marketing and human resources strategies across the globe.

Decisions

Hire International Distributors

Hiring international distributors will establish sales channels globally, therefore accessibility will increase for your products. Since you are now being recognized globally, it will now be easier for customers to find and get their hands on your product.

Foreign Advertising

Foreign advertising is a way for your company to spread brand awareness. As you begin this advertising campaign, you will see an increase in your product's awareness, due to your marketing team's effort.

Product Customization

Become an innovative company and invest in product customization. This investment yields hardware improvements to your product design that improves compatibility with foreign devices. In return, your unique products will increase in demand, but will incur a higher material cost because of these hardware improvements.

Capstone 2.0: Global Initiative

Hire International Distributors ⓘ	\$0.00	\$0.00	\$2,000.00
Foreign Advertising ⓘ	\$0.00	\$0.00	\$2,000.00
Product Customization ⓘ	\$0.00	\$0.00	\$5,000.00

Impacts

Name	Value
Material Cost	0%
Demand	0%
Awareness	0%
Accessibility	0%
Total Expenditures	\$0

Impacts will not adjust once you have maxed out investments for that specific decision