



# Small Service Business Simulation

Cesim Service gives participants practical experience in running a small service business in a competitive environment by integrating human resource management, capacity management, sales and marketing.



## FOCUS

Entrepreneurship, services management, business fundamentals, SME management.



## USED IN

Entrepreneurship and services management courses at different levels, college preparedness courses, undergraduate courses focused on business fundamentals, college-level business courses. In-house corporate trainings.



## CASE SCENARIO

The simulation case encompasses the essential elements of service business management. Participants run a small family hotel in a seasonal environment with one established market and an option to expand to a new market with different demographics.



## PARTICIPANT TASKS

During the rounds, teams manage their companies' staffing with both permanent and temporary resources, direct sales, sales channels, investments, service quality, pricing, and marketing. They operate in competitive markets with seasonal variations in demand and economic conditions. Strategic decisions about expanding operations to a new market can also be included.



## KEY LEARNING AREAS

Management of the operating, market, and financial performance. Emphasis on human resource management, capacity management, investments, service quality, pricing, and marketing as the key decision making areas.



## KEY SUCCESS FACTORS

Teams must develop and implement a consistent business plan that addresses the seasonal variations in demand and utilizes the principles of management effectively. In addition, well-planned human resource management is highly important. Success is measured by both operational and financial key indicators, including capacity utilization rates, customer and employee satisfaction, market shares, profit per employee, net profit, return on capital, and earnings per share.



## EXPECTED OUTCOME

To help the participants to develop a holistic view of business operations including marketing, sales, human resources, capacity management, investments, and service quality. To develop the understanding and command of business fundamentals, market-driven decision making practices and financial implications of the various operational and marketing decisions. In addition, participants will gain invaluable experience in teamwork and problem solving.



## ADAPTABILITY

OnService offers powerful user-level customizability and modularity options that allow it to be adjusted for different target groups and experience levels. In addition, the system permits the instructors to create and modify their own cases with personalized market outlooks and storyline.



## AVAILABLE LANGUAGES

English, Finnish, French, Italian, Mandarin Chinese, Portuguese, Romanian, Serbian, Spanish.



## The most intuitive business simulations

All Cesim Business Simulations are built on an easy-to-use, scalable and highly automated online platform that allows instructors to run their courses on any web browser from anywhere, anytime.

### Business, Strategy and Management Simulations

When you would like to increase participant engagement and hands-on business learning in your course.



**Cesim Global Challenge** has been designed to improve the understanding and knowledge of the complexity of global business operations in a dynamic, competitive environment.



**Cesim Service** is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.



**Cesim Project** has been designed to capture the essence of project management in a collaborative and competitive environment.



**Cesim Firm** is a product based business simulation that integrates the functional areas of production, marketing and logistics.



**Cesim Marketing** develops the understanding and command of the whole marketing decision-making process.

### Industry Specific Simulations

When your course or training requires the setting of a particular industry.



**Cesim Hospitality** is an interactive and fun learning environment that improves the participants' business competencies and employability.



**Cesim Bank** facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.



**Cesim Power** is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.



**Cesim Connect** is a telecom operator simulation where teams manage mobile, broadband and entertainment services for residential customers and communications and IT services for corporate customers.



**Cesim Retail** includes strategic and tactical pricing decisions, promotion campaigns, procurement and inventory management, store layout, operating hours, staffing, and cash flow management. Participants are in charge of one store or a franchise with multiple stores in a seasonal environment.



**Cesim Refining** combines the dynamics of product sales, production, and risk management of an oil refining operation. It also includes strategic decisions regarding investments.

### Custom Business Simulations

When you need a Business Simulation tailored specifically to the needs of your course or training.

**Examples:** Steel, Packaging, Real Estate Management, Public Broadcasting, Contract Manufacturing.