



Automotive Dealership Simulation

Cesim Dealership is a comprehensive simulation game that provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.



FOCUS

Strategic inventory management, dynamic pricing, effective sales and marketing, comprehensive after-sales service, and finance.



USED IN

Marketing and management courses at undergraduate and graduate levels. Professional training programs and in-house dealership workshops.



CASE SCENARIO

Teams manage an automotive dealership. They must balance new and pre-owned vehicle inventories, apply competitive pricing strategy, allocate marketing budgets, develop and maintain well-integrated after-sales operation, and manage personnel and finance.



PARTICIPANT TASKS

Learners make decisions about sales and marketing for both new and pre-owned products, leasing and financing solutions, product maintenance, service management, customer relations, and personnel operations, including training.



KEY LEARNING AREAS

Marketing, pricing, financial planning, inventory management, customer service, financing solutions for customers and human resources. Comprehensive understanding of the operations, from sales to after-sales services.



KEY SUCCESS FACTORS

The simulation yields operational and financial metrics, offering insights into business performance. Teams are evaluated based on profitability metrics, operational efficiency, and overall success in the simulated environment.



EXPECTED OUTCOME

An understanding of the multifaceted operations of a company in a dynamic competitive setting. Mastery over various business disciplines and the financial repercussions of strategic decisions. Participants will need to work as a team, make decisions, and face challenges within a business context.



ADAPTABILITY

Cesim Dealership 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 enables the instructors to create and modify their own cases with personalized market outlooks and storyline.











AVAILABLE LANGUAGES

English, French.



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.

 cesim GLOBAL CHALLENGE	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	Cesim Service is a service based business simulation that integrates the functional areas of HR management, capacity management, pricing and marketing.
 cesim PROJECT	Cesim Project has been designed to capture the essence of project management in a collaborative and competitive environment.
 cesim FIRM	Cesim Firm is a product based business simulation that integrates the functional areas of production, marketing and logistics.
 cesim MARKETING	Cesim Marketing develops the understanding and command of the whole marketing decision-making process.
 cesim HOSPITALITY	Cesim Hospitality is an interactive and fun learning environment that improves the participants' business competencies and employability.
 cesim BANK	Cesim Bank facilitates the understanding of the front and back office operations of a bank, and their interaction in a competitive environment.
 cesim POWER	Cesim Power is a browser-based power utility management simulation that combines the dynamics of power markets, production, and risk management.
 cesim CONNECT	Cesim Connect is a telecom simulation where teams manage mobile, broadband, and entertainment services for residential and corporate clients.
 cesim RETAIL	Cesim Retail covers pricing strategy, promotions, procurement, inventory, store layout, staffing, and cash flow. Participants manage a single store or a multi-store franchise in a seasonal environment.
 cesim DEALERSHIP	Cesim Dealership is a comprehensive simulation game that provides an immersive learning experience in dealership operations, including new and pre-owned products, and after-sales services.
 cesim INVEST	Cesim Invest is a simulation focused on fund management, ESG integration, and strategic investment decisions in diversified portfolios.
 cesim STOCKS	Cesim Stocks is a simulation that teaches the fundamentals of investing through the management of stocks and bonds in a dynamic market.

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.