



MSMS BUSINESS FUNDAMENTALS PROJECT OUTLINE

Module 1 from August 31st to October 14th

Corporate Profile

Our simulated company “Biz Café” must successfully launch and profitably grow over three initial months of operation. We will compete in a crowded market against seven other new coffee cafes lead by management teams of five fellow students. During the four weeks of the simulation our management team must make key investment decisions by equipping the café, hiring employees, managing our marketing budget and responding to external growth opportunities and challenges that we encounter. After the simulation has finished we will apply our learning in a two week case competition focused on expanding our Café into a small chain.

Project Objective

Deploy the fundamentals of business decision-making in the areas of positioning, product offering, customer service, operations, pricing and marketing to profitably grow a new small business. Measure and assess results through P&L, cash flow, customer satisfaction and market share statements and reports.

Final Deliverable

Case competition presentation that summarizes the key drivers of growth in this industry and puts forward a plan to grow our single chain into a multi-outlet chain of coffee shops. All recommendations must be supported by the data generated throughout the Biz Café simulation.

Student Learning Objectives

| Decision Making Fundamentals | Project Skills |
|---|---|
| <ul style="list-style-type: none"> - P&L, Cash Flow and Balance Sheet basics - 4 Ps; Product, Price, Promotion, Place - Operational dynamics of capacity, quality and people - Customer dynamics including satisfaction - Interplay of different aspects of the business | <ul style="list-style-type: none"> - Inductive, fact-based presentation - Data visualization best practices - Project management best-practice and pitfalls - Effective teaming and leadership - Interpersonal accountability and responsibility |

Project Plan

| Weeks | Objective | Key Activity | Deliverable |
|-------|--------------------------|---|---|
| 1 | Set Up | Input initial investments in the simulation | Short update email to investors |
| 2 | Normalize Operations | Adjust pricing, promotion, service and product simulation inputs | Long email summarizing initial results to investors |
| 3-4 | Tackle growth challenges | Alter mix of investments and activities to respond to external events posed by the simulation | Inductive memo of lessons learned and implications |
| 5-6 | Plan for expansion | Analyze data, prepare expansion recommendation | Inductive presentation to faculty and guests |

Timeline – red indicates faculty/student interaction

| Interaction | Week 1 8/31-9/9 | Week 2 9/12-9/16 | Weeks 3-4 9/19-9/30 | Weeks 5-6 10/3 – 10/14 |
|------------------------|--|--------------------------|-------------------------------|---|
| Faculty Sponsor | 8/31 – Simulation Brief 9/6,8 Input Reviews | 9/13,15 Input Reviews | 9/20,22,27,28 Input Review | 10/3 Case Brief 10/6,11 Case Updates |
| Deliverable Submission | 9/9 | 9/16 | 9/30 | 10/14 Case presentation to faculty |