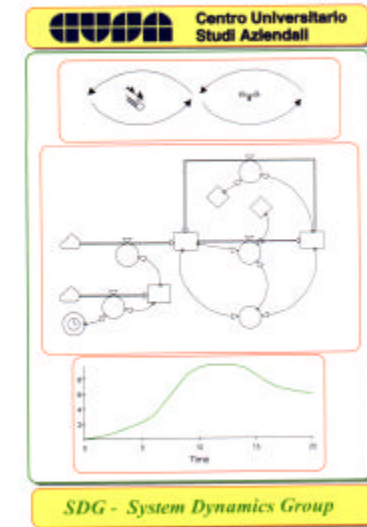


Promoting Entrepreneurship Through Open-distance- Learning Management Flight Simulators

EcoRoll educational package



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18th ISCD, Bergen 6-10 August 2000

THE *ECOROLL* EDUCATIONAL PACKAGE

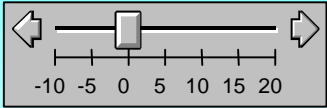
- Supports small business planning in the start-up and early growth stages
- It includes:
 - ⇒ a tutorial guide to business plan drawing-up
 - ⇒ a case-study
 - ⇒ an SD simulation model
 - ⇒ a spreadsheet financial model for business planning
- The simulation package can be downloaded via the internet

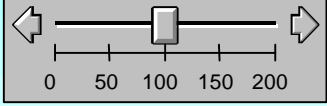
AN OVERVIEW OF *ECOROLL*

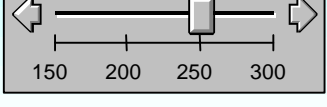


- Produces and sales in-line skates
- High market innovation & competition
- Short product life-cycle (about 1 year)
- Critical success factors:
 - ⇒ price/quality ratio
 - ⇒ delivery delay
 - ⇒ promotion
 - ⇒ product portfolio management

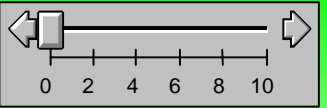
MARKETING

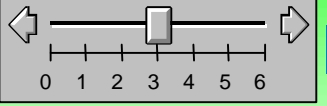
[Salesmen](#)  **0**

[Promotion](#)  **100**

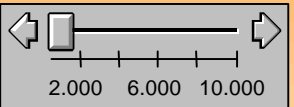
[Price](#)  **250**

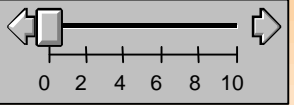
DESIGN

[Designers](#)  **0**

[New Products](#)  **3**

PRODUCTION

[Production capacity](#)  **1.000**

[Assembly line staff](#)  **0**

[Components quality](#) HIGH MEDIUM

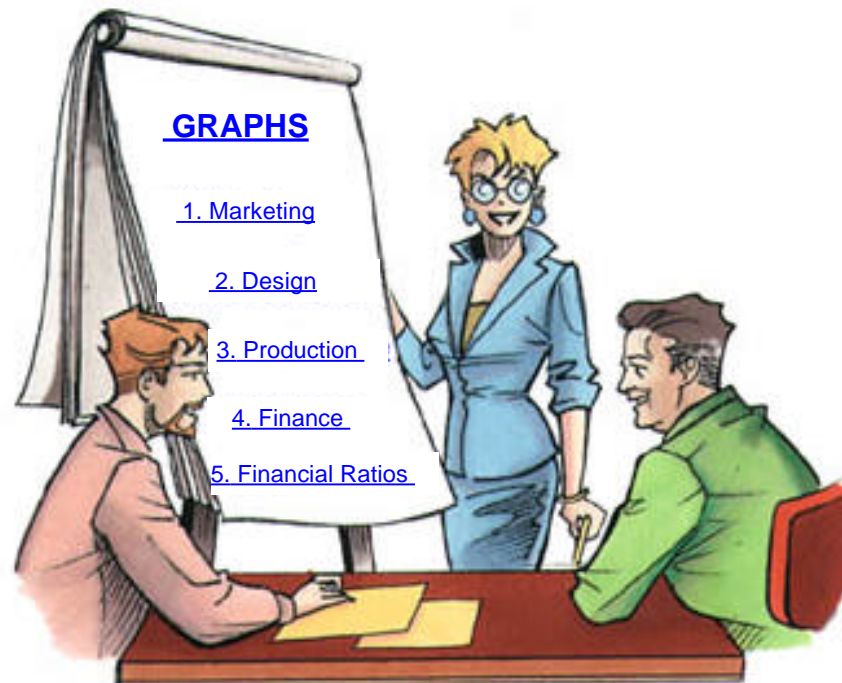
ACTUAL VALUES

Salesmen	1
Average product price	0
Designers	2
Total products	0
Assembly line staff	4
Production capacity	1.000

PRODUCT PORTFOLIO

LAUNCH	GROWTH	MATURITY	DECLINE
0,00	0,00	0,00	0,00

Product distribution %



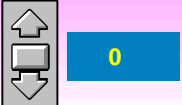
WEEK  **Play**

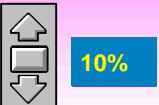
 **Stop**

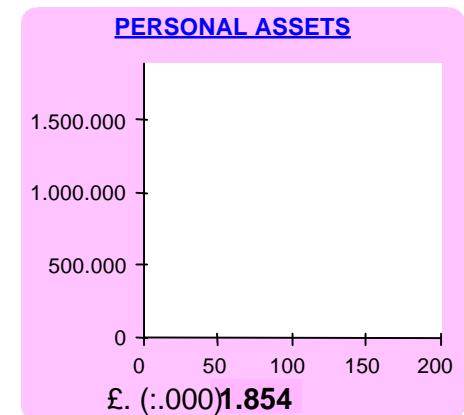
 **Help**

 **0**

FINANCE

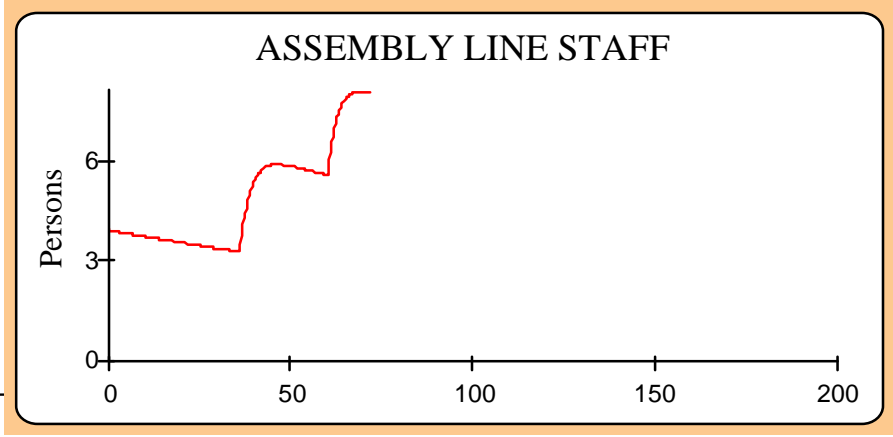
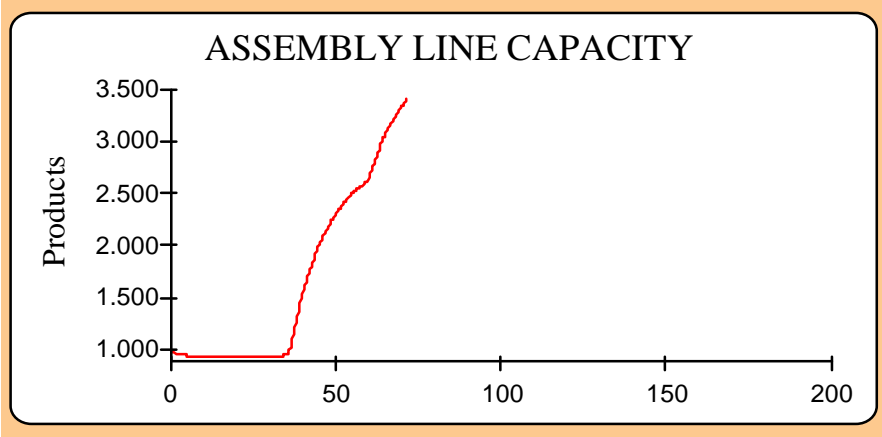
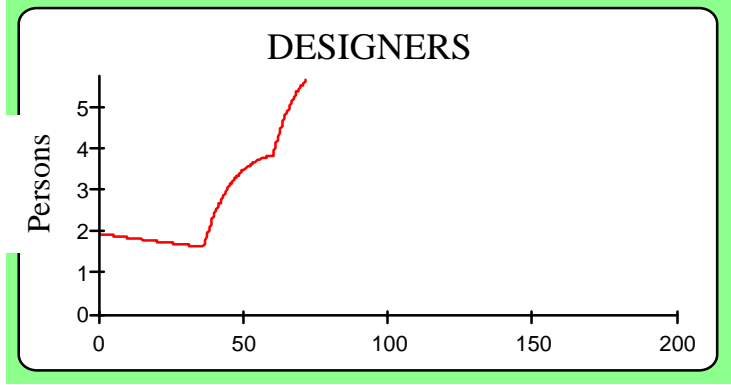
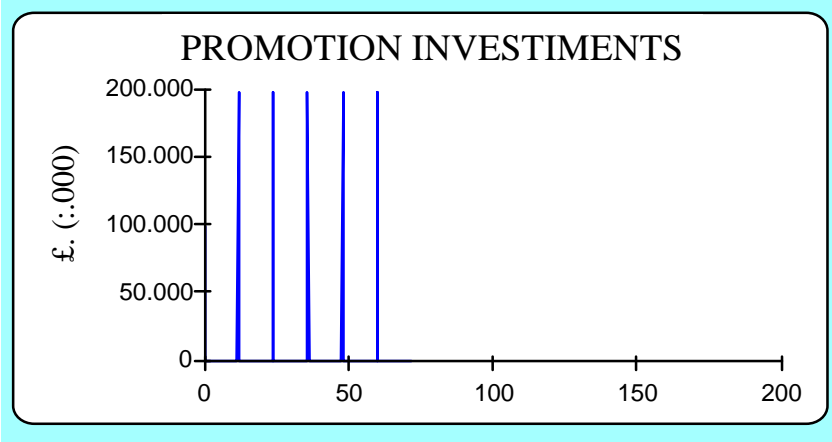
[Equity investments](#)  **0**

[Dividends \(%\)](#)  **10%**

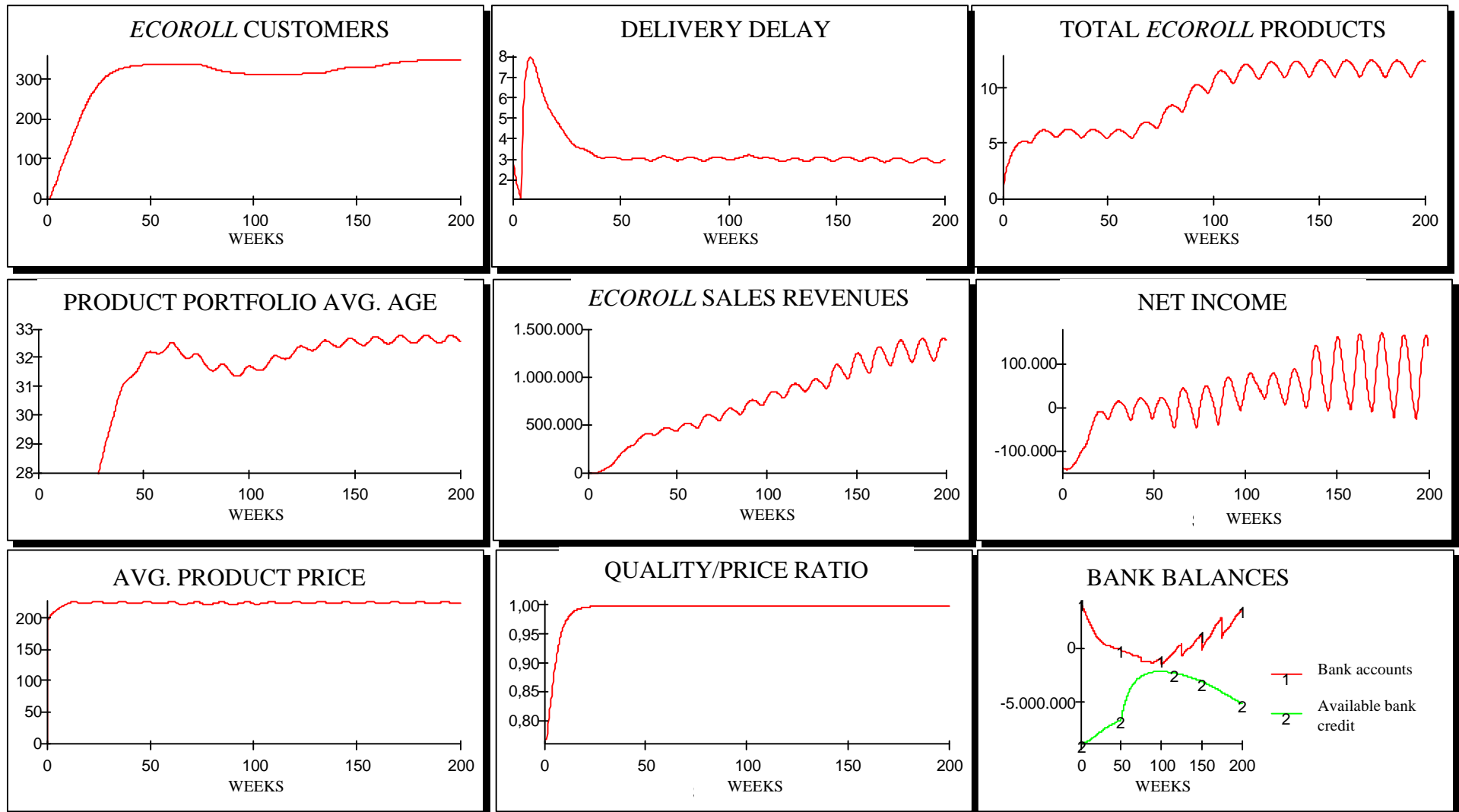


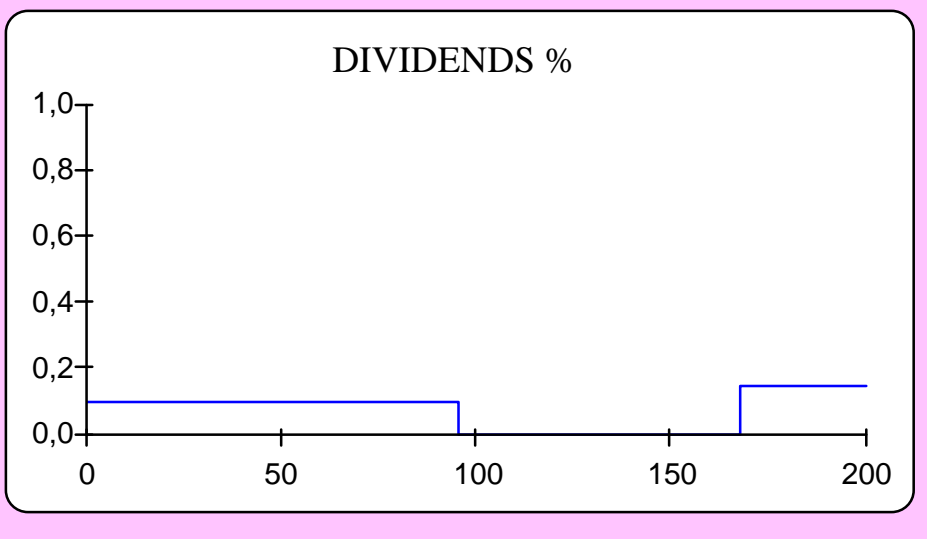
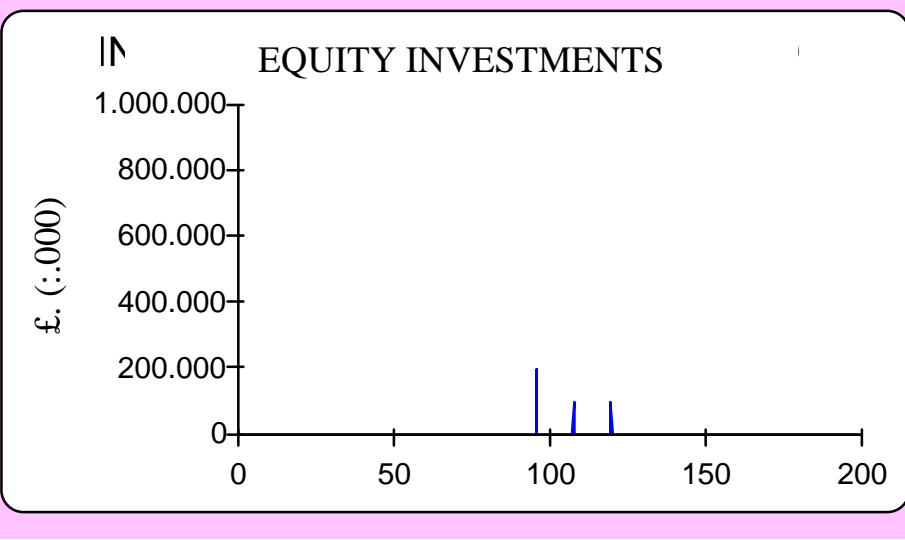
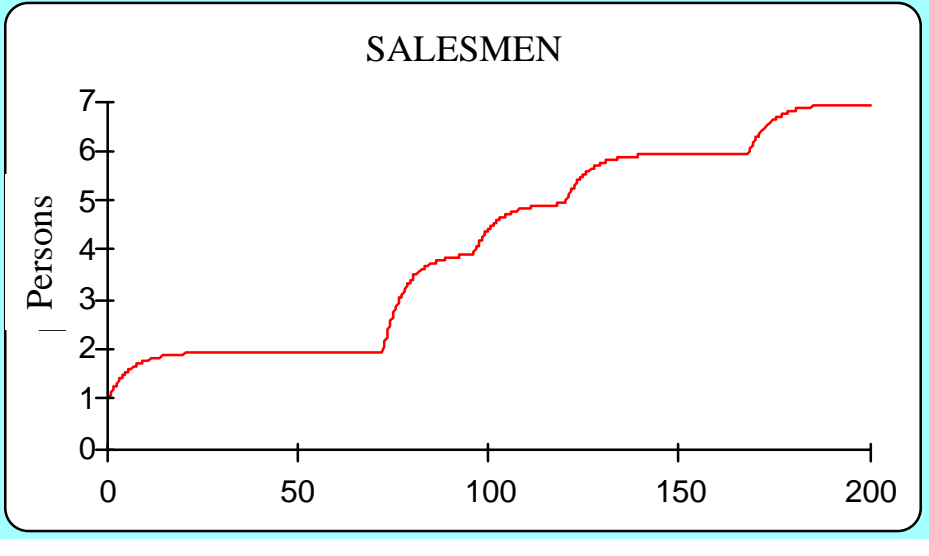
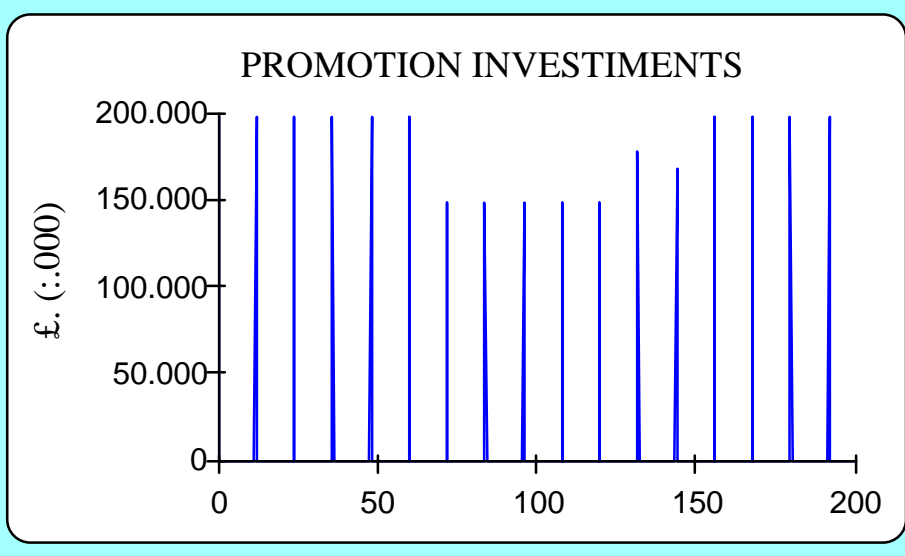
1. AGGRESSIVE STRATEGY: AVG. QUALITY; HIGH PDT INNOVATION AND DELAYED PRODUCTION CAPACITY INCREASE





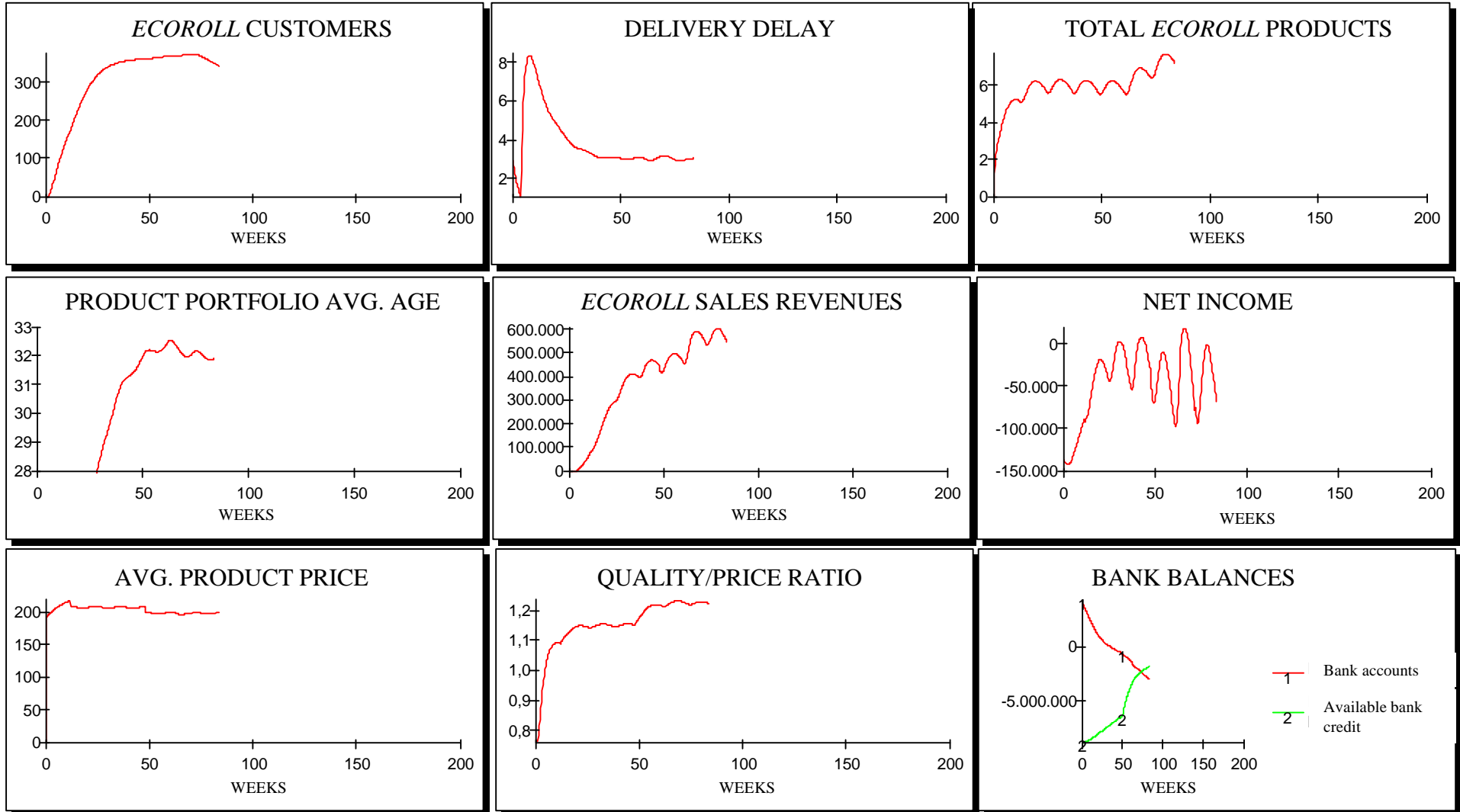
2. AGGRESSIVE STRATEGY: AVG. QUALITY; HIGH PDT INNOVATION AND PROMPT PRODUCTION CAPACITY INCREASE



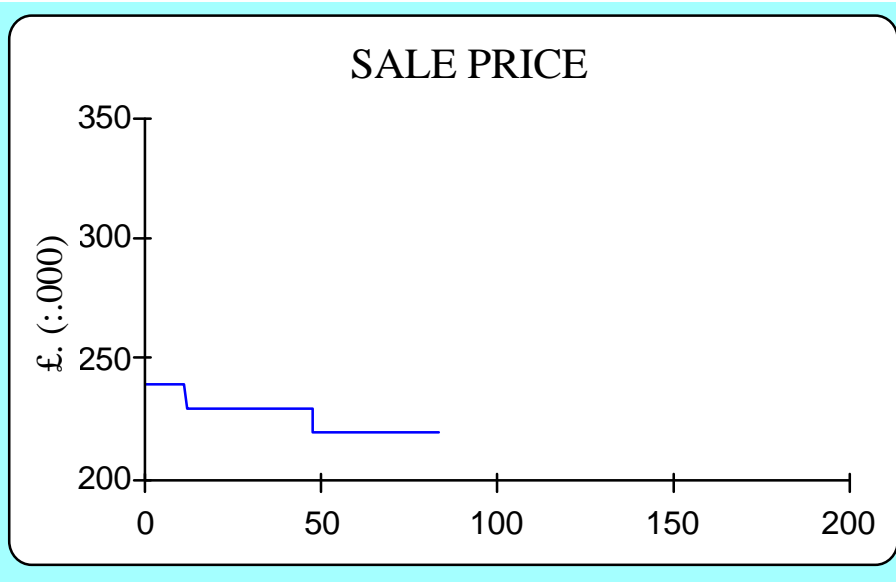


3. AGGRESSIVE STRATEGY:

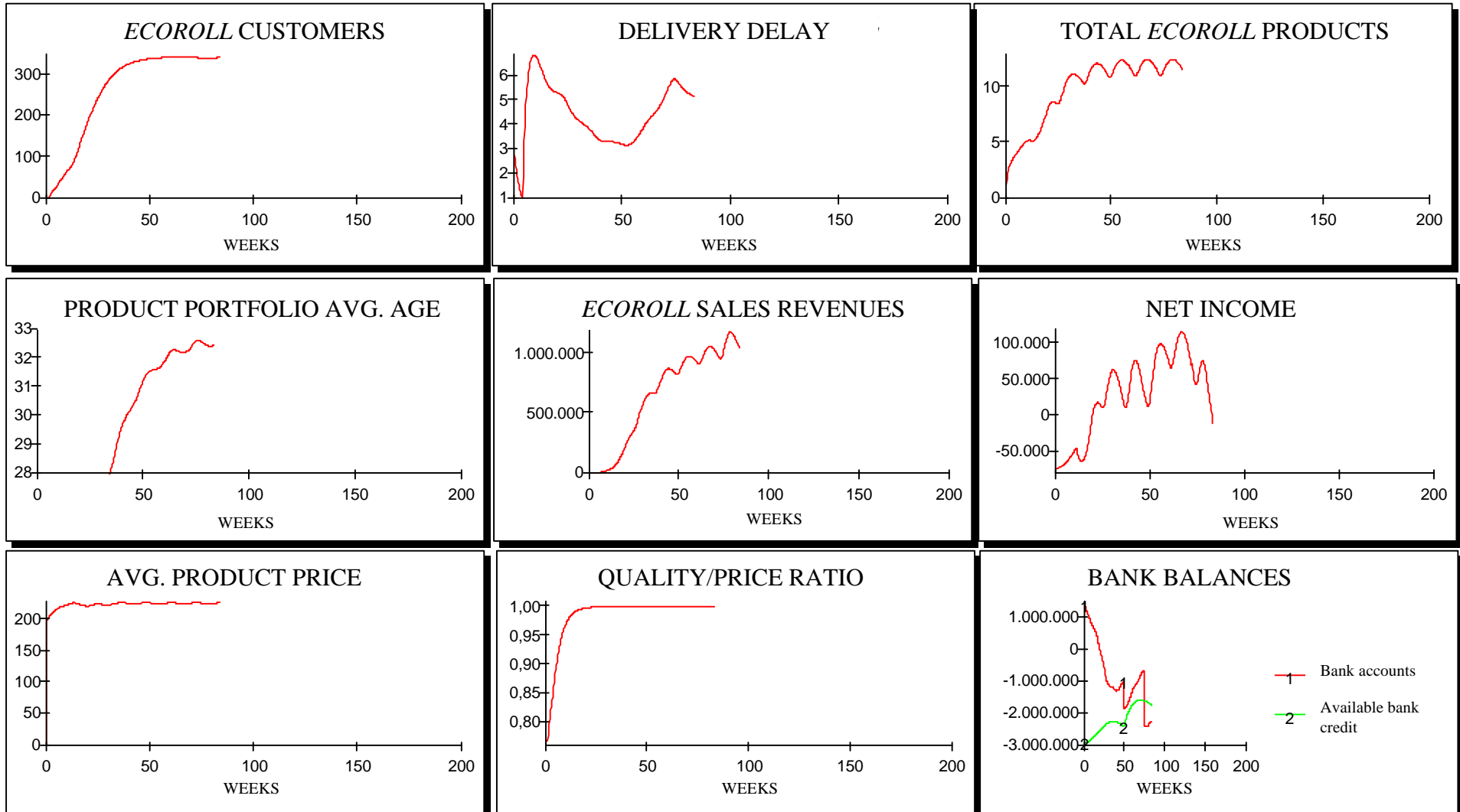
AVG. QUALITY; LOW SALE PRICE; HIGH PDT INNOVATION

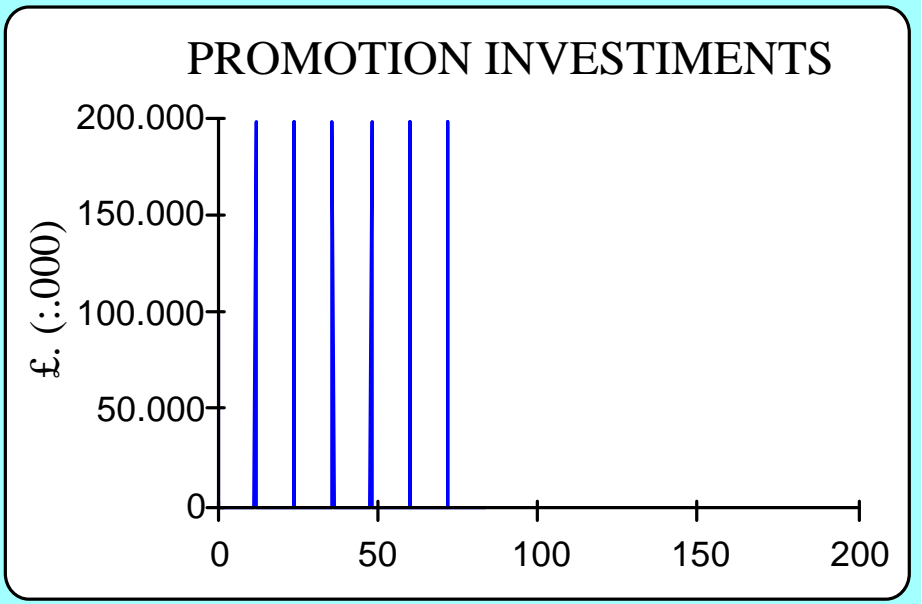
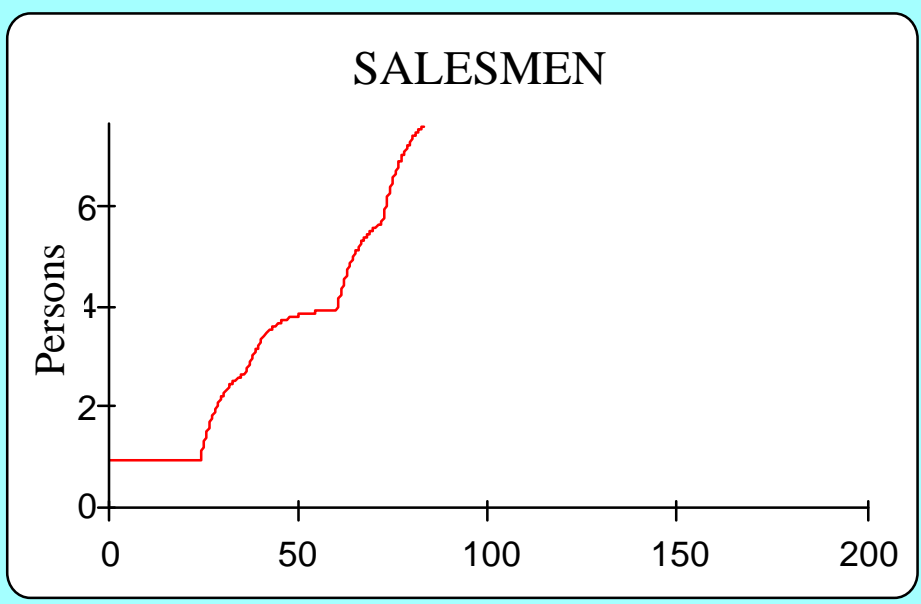


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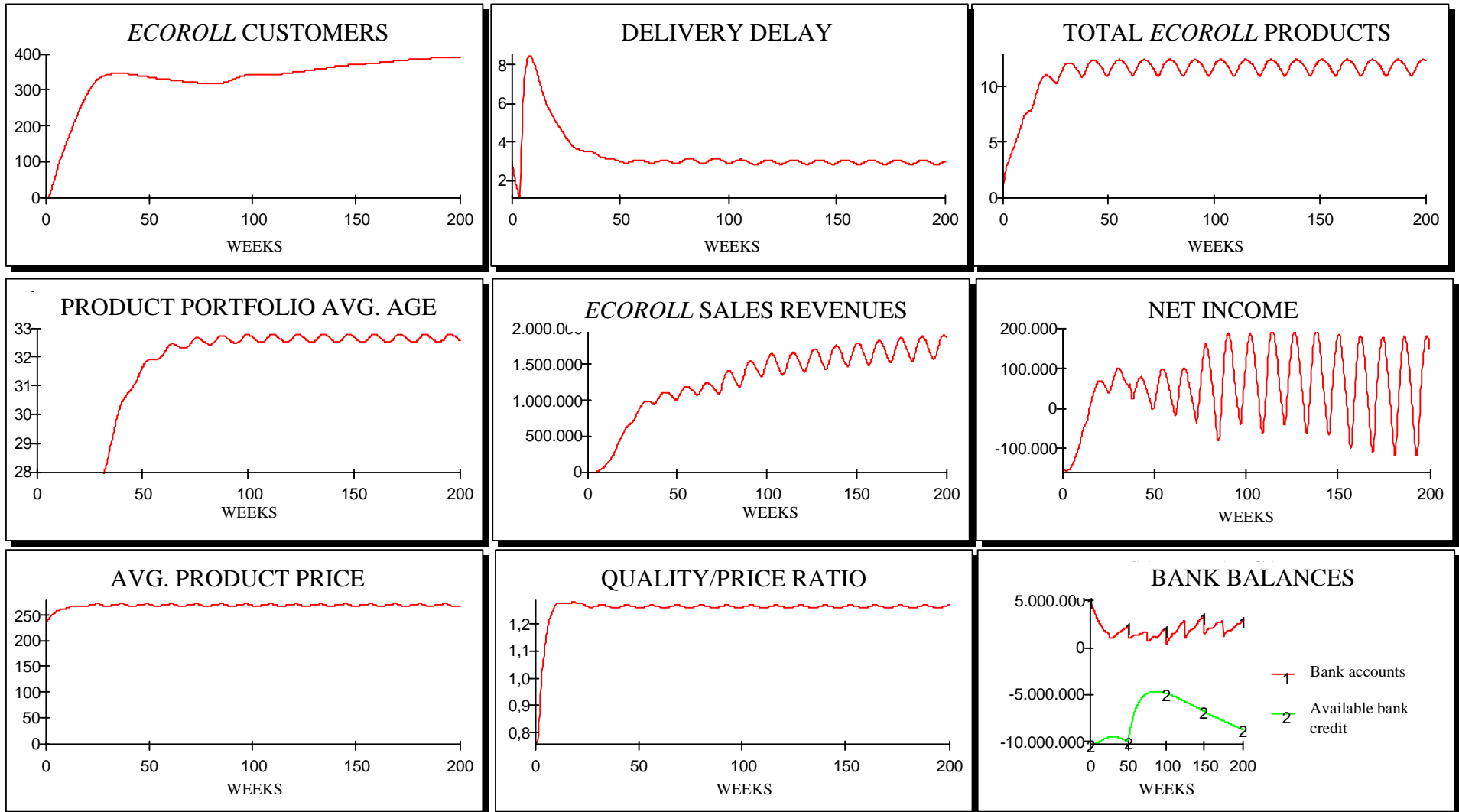
4. AGGRESSIVE STRATEGY: AVG. QUALITY; HIGH PDT INNOVATION; HIGH COMMERCIAL INVESTMENTS

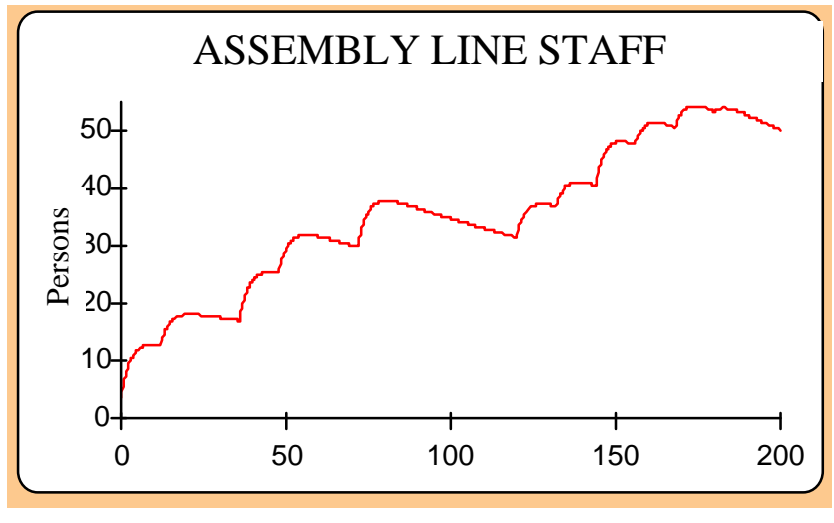
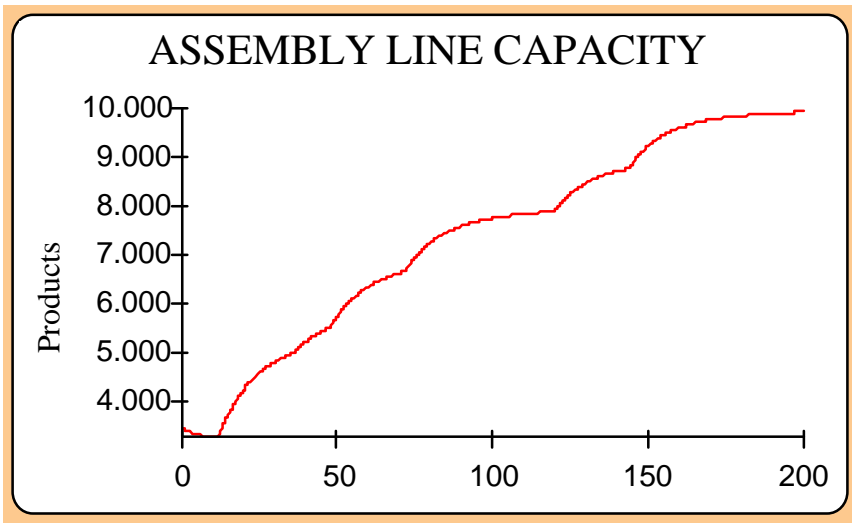
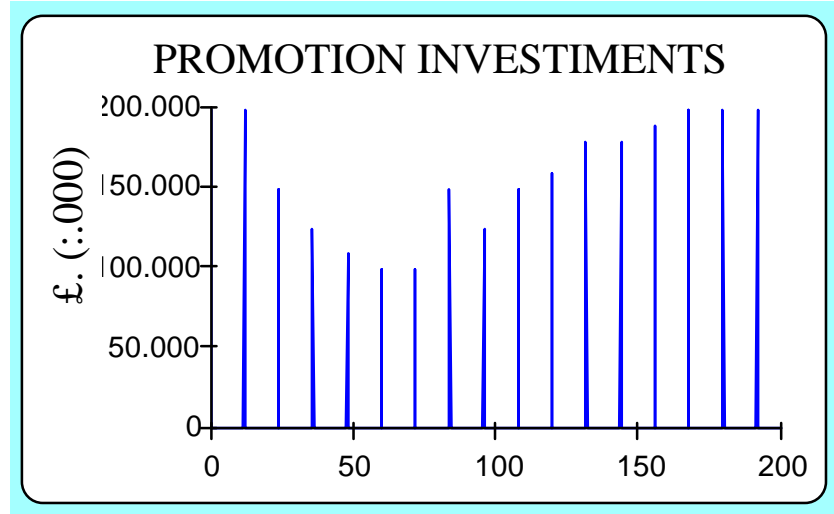
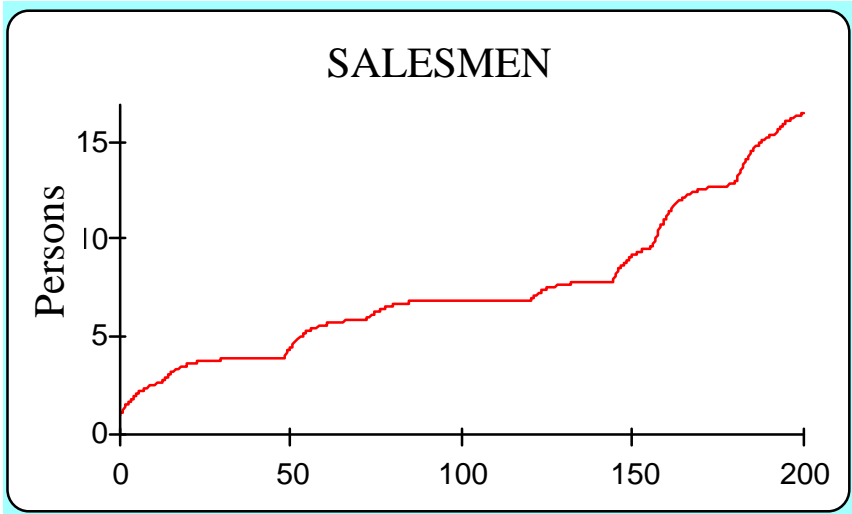




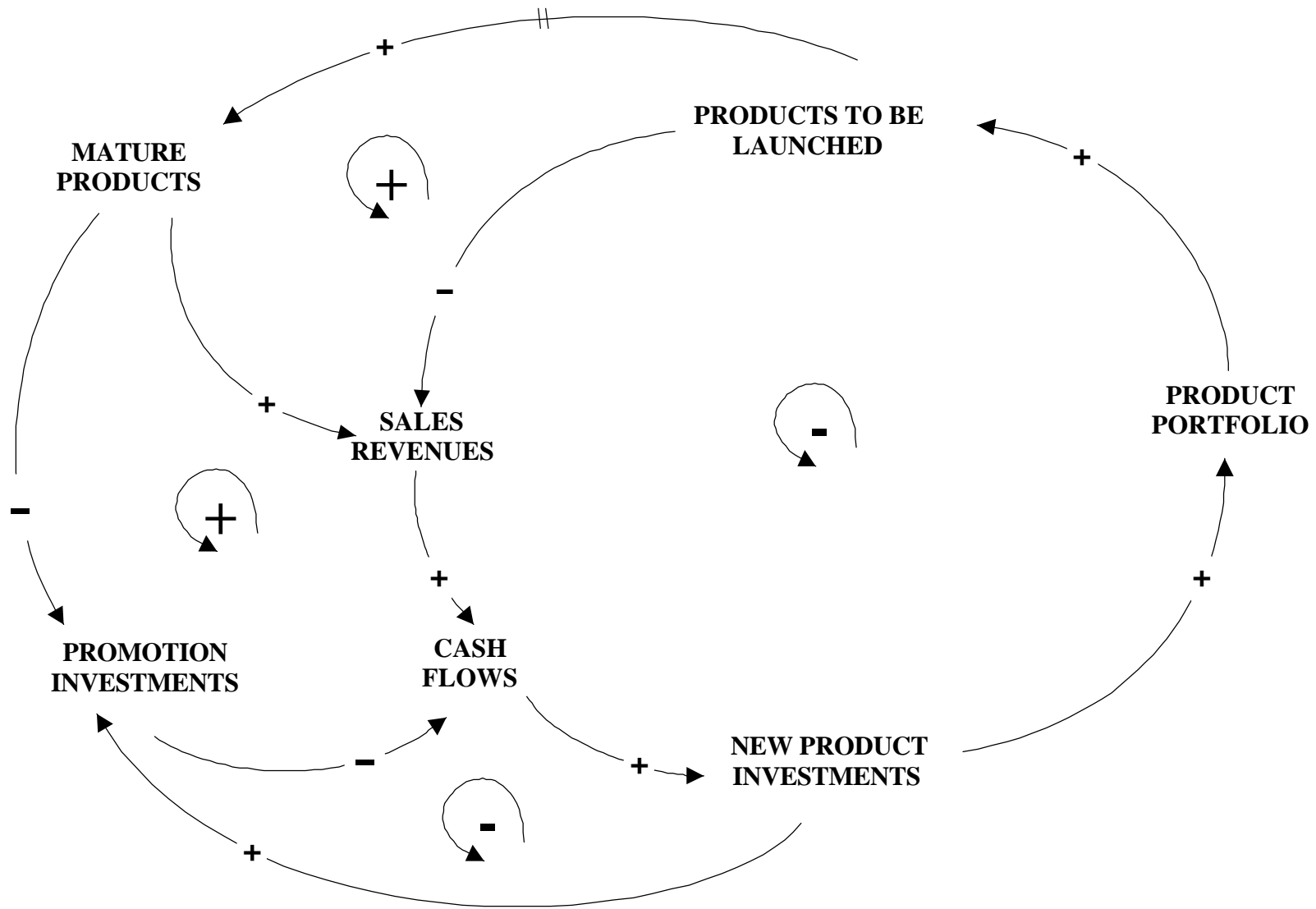
5. AGGRESSIVE STRATEGY:

**AVG. QUALITY; HIGH SALE PRICE; HIGH PDT INNOVATION;
HIGH COMMERCIAL INVESTMENTS**





PRODUCT PORTFOLIO



WHAT SMALL BUSINESS ENTREPRENEURS CAN LEARN FROM *ECOROLL M.F.S.*

- How to draw up a business plan in a system dynamics perspective
- Understanding small business peculiar complexity factors (i.e. personal assets vs. equity; perceived business solvency by banks)
- Balancing the commercial with production view of the firm
- Managing product portfolio