Detail needed:

1. must contain some diagrams that made by ourselves. cannot screenshot from goventre directly
2. all business knowledge must from lecture and require readings
3. You must play this game by yourself on go venture and check the information inside.
4. our game logic：

Our group name : Challenger

There are 4 specializations. General, Accounting, Tax, Auditing. If you want to change the specialisation, it will take extra money. 15000 to accounting, 20000to tax 25000 to auditing( I cannot remember clearly, u can check it on go venture).

at round 1， we want to use cost leadership strategy, and set at lower price, and spent less on R&D, marketing, HR. Producing as much as we can. Stay in general specialisation. We hope we can take up market share first. We open Melbourne market, try to be the first to enter into the Melbourne.  The perecent here represents the production distribution. We want to distribute half and half our products to Sydney and Melbourne. Since I consider not everyone will open the Melbourne market, so there is less competition and Melbourne people care much about the price. Therefore, we give half our products to Melbourne. From the report I think our competitor is Galaxy and Jast

round 2. we are hesitated about whether to open market to Perth or change specialisation. Finally we decide to open the market to Perth and stay in general specialisition. This is a bad decision! Since we find people in perth do not care the price, they pay more attention on brand equity. So we got about 608 unit expired on that period. This game cannot have products expired, since it waste your money are shrinkage your revenue so much. Besides, our brand equity is really low. Therefore we decide to change our strategy from cost leadershiop to differentiation. From the report we bought, Sydney people and perth people care much more on brand equity. Group Galaxy get closer to me, Jast not be considered as competitor anymore.

round3. we change to tax and increase the investment on marketing and RD hope to increase brand equity. The report for round 3 shows our strategy is good. Since there is no unit expired in perth and have 1009 missing unit instead. It indicates we are in the correct way. Our change in brand equity bring good results. Since our bad decision in week2 we are second place this time. Now our performance is 60 percents of the first place. and we

round4 We keep investing in brand equity, and we set the price at 249, which is 1 dollar lower than Galaxy(1st). We think even in differentiation strategy, people may still care price. We also find our productivity and moral and Hr SCORE is pretty low. Therefore, we try to improve our hr SCORE. Increase salary, training fee and benefits. The report of round 4 shows our decision is perfect. We are 84% of 1st company (Galaxy), the distanance between us is smaller, the only problem is the productivity, moral and HR is still low.

Round5,
We try to increase productivity and tick all the benefit and increase salary and training feed very much. And we made a very risky decision, we jump into the auditing specialisation. Which is the sepcialisation of Galaxy. The reason we do it is based on two thinds. First, we are afraid someone will jump into our specialisation to compete with us, in that case, we can never win the Galaxy. It is because we change to tax specialisating in round 3. We may not build high entry barrier for new entrants, there we may expired some unit and stick in 2nd place forever. Second, if we jump into to auditing, since the information asymmetry, they do not know that. They will produce many products, and got expired much as well. Therefore, we produce less unit and invest more on RD, HR.

However, the results shows our decision is not good. Even though we made Galaxy expire 1400 unit, we also expire 800 unit. Therefore, we will stick in No2 forever.

Round6, do same thing ,and stay as No2.