



## Cross Functional Strategic Management



### Seminar Description:

Decision Base is a business simulation where participants run 6 simulated companies and compete in teams for customers, markets, and profits. They confront and handle situations involving strategic planning, purchasing, production, finance, sales, and product and market development. Participants are challenged to consider the future implications of their decisions and quickly realize how actions taken in one part of the company impact the others.

### Seminar Elements:

- 6 companies each is run by a team of 3-4 participants
- 10 years simulation in changing and complex markets
- Roles of participants team: Purchasing & production, Finance, Sales & marketing, Strategy & planning
- Companies achieve different results based on their chosen strategies and decisions
- Key decisions made during the simulation:
  - What is the selected strategy?
  - Product mix. Which products should we develop?
  - Production. What capacity and degree of flexibility are required?
  - Which markets should we develop?
  - How will operating capital and investments be financed?
  - What price level is the best?
  - How operations can be financed?

### Simulation Performance Measures:

- Market share
- Customer loyalty
- Resource utilization
- Operating costs
- Customer satisfaction
- Profitability

### Key Learning Points:

- Viewing the company as a whole not just focusing on individual departments
- Working consistently in line with formulated strategies
- Balancing investments with financing opportunities and returns
- Distinguishing between good business deals and bad ones
- Recognizing profitable business opportunities and using resources carefully
- Using financial statements and financial ratios as planning tools

### Who Should Attend?

- Executives responsible for managing finance, sales & marketing, operations, and planning
- Managers interested in developing a comprehensive business overview
- Managers who need to develop joint business strategies
- Consultants and financial advisors who need to understand their customers business needs

### Logistical Information:

- Seminar Duration: 2-3 days (9 AM-6 PM)
- Number of participants: 18 – 24 persons

### Fore information and booking contact Quest:

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