

Back Bay Battery Simulation Group Reflective Report

Case Study

As President of the Back Bay Battery Inc., a \$240 million revenue division, manufacturing more than \$40 billion consumer electronics, our task is to increase revenue & keep the business profitable, even after the numerous competitors and changing consumer base. The moves of our competitors are invisible to us. We start at the end of the 2nd year and take effective decisions till the 10th year.

2 main products of our division: Absorbed Glass Mat (AGM) battery & Supercapacitor (SC) battery. AGM batteries brings 80% of the business revenues, rest is by Supercapacitor batteries. **3 Market segments:** Automobile, Warehouse and Marines.

This report encapsulates the strategy we followed giving the best result, maximizing our total revenue, sales and market share.

Challenges faced:

Market pressure on pricing due to rivalry among existing competitors & introduction of new competitors. Thus, having an effect on consumers bargaining power. Another one was when and how much to invest in which feature, based on the R&D of previous data & received forecasts regarding demand of AGM & SC batteries, their specific feature & prices.

Have to analyze the strategy carefully to increase the revenue & provide better products using various industry frameworks (Value discipline and Porter's 5 forces framework). Also, to ensure reasonable growth in business revenue enhancing the market share while competing with existing & new coming rivalries in the market.

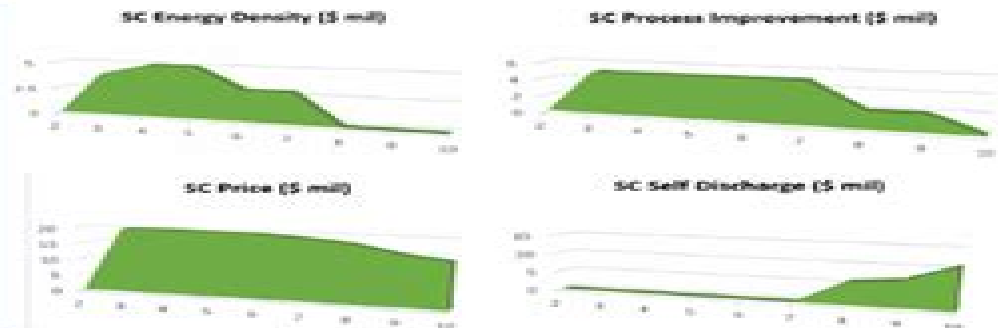
Respective Simulation Highest Revenues



Strategy: The One Which Worked Well

With the learnings of previous assessment runs, we formulated the strategy accordingly, and focused on the Supercapacitor batteries this time, keeping in mind the swift saturation of Automobile market, the multiple players & the high demand of AGM and SC batteries.

As it is evident that Energy Density (ED) and Price matters the most for all the three segments. Since ED of AGM was a lot better than SC initially, so, our focus was on improving the process for SC, as manufacturing cost of each unit of SC was quite high then it's selling price. So, in order to make it profitable, investing highly in it's PL, ED and slightly reducing prices initially gave push to the sales of SC. AGM was already profitable in terms of manufacturing, all other features also were doing better organically in respect to SC.



Therefore, with careful R&D, we just reduced the price for AGM batteries over the years (3rd to 10th) gradually, and invested mindfully at the right amount at the right time in Energy Density, Self Discharge features and Process Improvement activity of Supercapacitor. The selling price reduction was kept gradual initially as we needed to maintain the trade off between manufacturing cost and selling price to keep it profitable without losing the market share. Towards the 10th year, reduced prices bit aggressively.

With the above strategy, we were able to get cumulative revenue of \$2495.2 mil by the end of the 10th year, which is quite good.

Conclusion

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Stanley A. Mumma



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Teaching Economics in Troubled Times Mark C. Schug, William C. Wood, 2011-01-03 Teaching Economics in a Time of Unprecedented Change is a one stop collection that helps pre and in service social studies teachers to foster an understanding of classic content as well as recent economic developments Proceedings ,1977 The Principles of Economics Course Phillip Saunders,1990 Resources in Education ,1993 Hardware Package and Workshop Development for Homeowner Solar Water Heater Stanley A. Mumma,1980 **Proceedings of Conference on Computers in the Undergraduate Curricula** ,1977 **Agent-Based Methods in Economics and Finance** Francesco Luna, Alessandro Perrone, 2012-12-06 This second book on financial and economic simulations in Swarm marks the continued progress by a group of researchers to incorporate agent based computer models as an important tool within their discipline It is encouraging to see such a clear example of Swarm helping to foster a community of users who rely on the Swarm framework for their own analyses Swarm aims at legitimizing agent based computer models as a tool for the study of complex systems A further goal is that a common base framework will lead to the growth of user communities in specific areas of application By providing an organizing framework to guide the development of more problem specific structures and by dealing with a whole range of issues that affect their fundamental correctness and their ability to be developed and reused Swarm has sought to make the use of agent based models a legitimate tool of scientific investigation that also meets the practical needs of investigators within a community **Proceedings of the Annual Meeting** American Institute for Decision Sciences. Meeting, **Computer Science in Social and Behavioral Science Education** Daniel Edgar Bailey,1978 **A Course in Triangulations for Solving Equations with Deformations** B. C. Eaves,2012-12-06 **The Emerging Technology** Roger Eli Levien, Carnegie Commission on Higher Education,1972 Compilation of essays on educational technology with particular reference to uses of the computer in higher education in the USA describes applications in research and management training programmes trends in computer assisted instruction etc Diagrams graphs references and statistical tables **Government Reports Announcements** ,1974 *Undergraduate Announcement* University of Michigan--Dearborn,1997 **2010-2011 College Admissions Data Sourcebook West Edition** ,2010-09 *Automotive Paints and Coatings* Hans-Joachim Streitberger, Karl-Friedrich Dossel, 2008-03-31 Now in its second edition and still the only book of its kind this is an authoritative treatment of all stages of the coating process from body materials paint shop design and pre treatment through primer surfacers and top coats New topics of interest covered are color control specification and testing of coatings as well as quality and supply concepts while valuable information on capital and legislation aspects is given Invaluable for engineers in the automotive and paints and coatings industry as well as for students in the field **Commerce Business Daily** ,1998-08 *Scientific and Technical Aerospace Reports* ,1991 **Bibliography of Agriculture with Subject Index** ,1993-07 **Computerworld** ,1996-05-06 For more than 40 years

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Principles of Economics Karl E. Case, Ray C. Fair, 1994

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