

SKIB351 MIB Decision-Making and Analytical Skills

Individual home assignment

Task Description

Suppose that you are a new brand manager at a multinational consumer goods company. You are responsible for a detergent brand called 'Blue'. The current market positioning and performance as well as other detergent market related data are summarized in the case study attached to this assignment.

Your task is to engage in a four-round simulation and make decisions regarding the Blue detergent. The aim is to increase (maximize) the profitability of the brand. You can have access to the simulation via the link provided to you by email. Make strategic decisions in the simulation based on the data you have. You'll see the results immediately. Do some analyses, refine your strategy based on the results, and initiate modifications to achieve the best performance (i.e., highest possible profit).

After the simulation, summarize your strategy and its data-based foundation in a **2,000-word long essay** (one **Word** or **pdf** document) to **the top management** of your company. As part of this essay, please consider the following:

- Introduce your initial strategy and the facts/data it is based on.
- Reflect on the results of each round and show the reasons and data supported the particular changes you made in your strategy.
- Shortly introduce the type of analyses you executed and the inferences you made based on them.
- Be clear, logical, factual, self-confident, but also critical if needed. Do not forget, **this is a management report**.
- Use graphs and tables to convey your message better.

Deadline: Please see on the Moodle page of the module.

The assignment will be assessed based on the following criteria (see the marking grid on Moodle):

- Approach to task (5%)
- Clarity and substantiation of the initial strategy (30%)
- Reflections on the results after the rounds, adjustments in the strategy based on analysing the data (35%)
- Structure & organisation (15%)
- Communication & presentation (15%)

The minimum requirement is to write a consistent essay that shows an understanding of the data and is appropriate for a management report.

The **resit arrangement** for the assignment is the same as above; you will be able to run the simulation once more. The resubmission deadline will be specified on Moodle after the grades for the original submission are published.

Academic conduct notice

Harvard-style referencing needs to be used consistently throughout. Incomplete referencing shall result in reporting the case to the Academic Conduct Officer, who keeps a record of such violations. First offenders may resubmit their papers and may receive 50% at most. Repeated violations of academic standards shall be sanctioned in line with the plagiarism regulations as detailed in the Student Handbook.

Where the Academic Conduct Officer has reason to suspect that a piece of work submitted by a student was wholly or in part written by someone other than the student who submitted it, and this has not been disclosed by the student, they may call for the student to defend the work in a **viva or a written comprehension test**. The burden of proof in such a viva or test will be upon the student to demonstrate to the examination panel's satisfaction his/her full comprehension of the work s/he has submitted. Failure to appear without satisfactory explanation will result in immediate failure of that assessment, with consequences of academic misconduct and application of sanctions.