ERP Simulation Game



Academic Year 2017-2018

MANUFACTURING EXTENDED

A Serious Game for Learning

Enterprise Resource Planning Concepts

Powered by **ERPsim**Compatible with **SAP™ ERP ECC and Business Suite on HANA**

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ERPsim Academic Version 2017-2018

Last Update : January 23rd 2018

Commercial version powered by





Welcome to Your New Job!

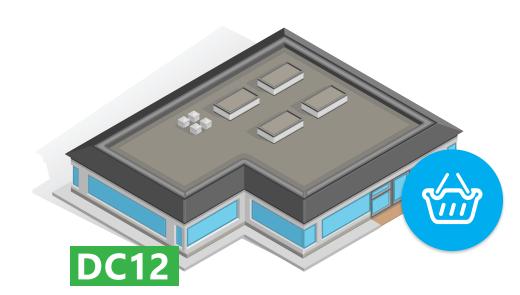


Make-to-Stock Muesli Manufacturing





Initial Market (Manufacturing Introduction)



Grocery chains

DC 12

€ 220 000

59 Stores

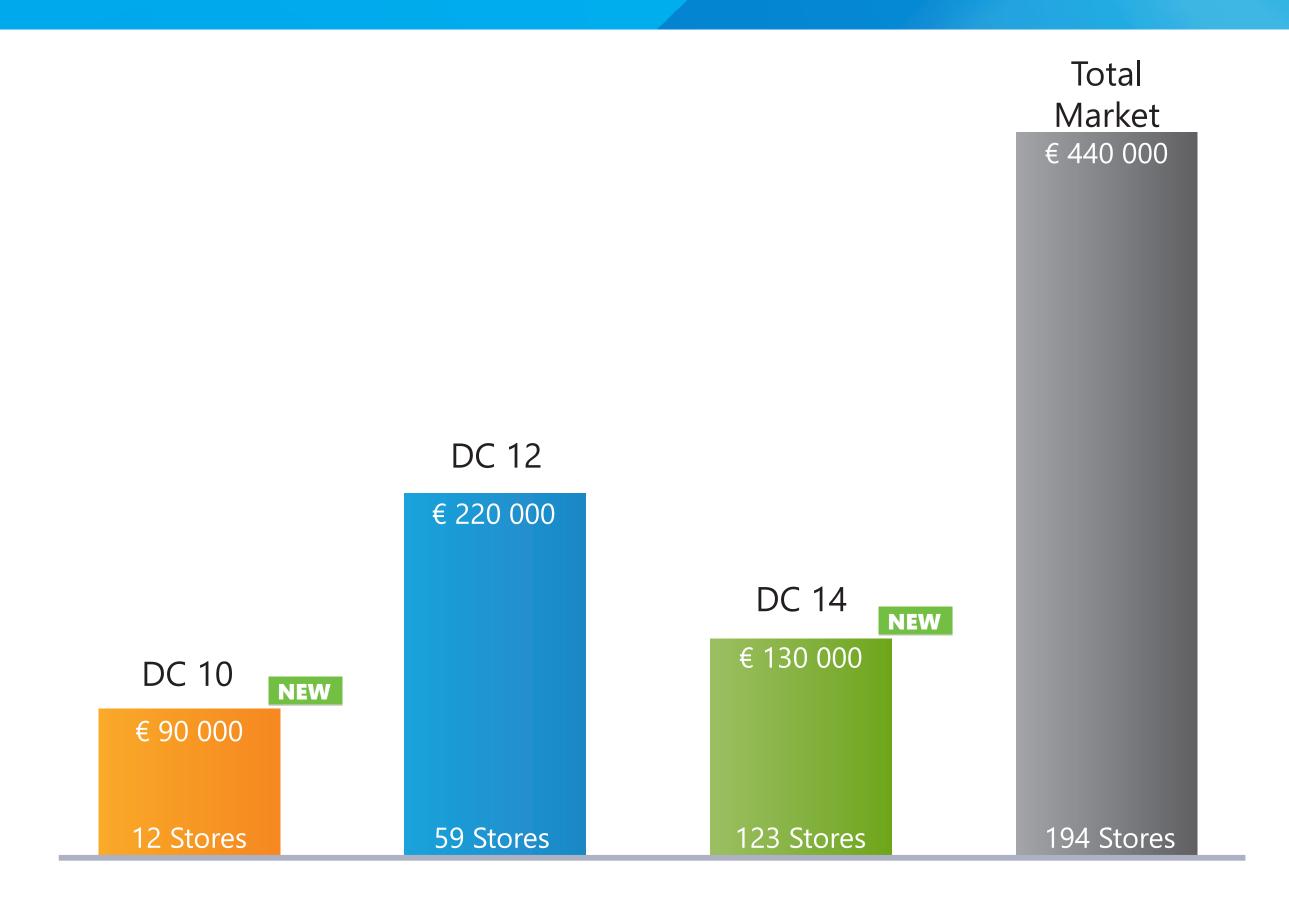
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- Starting Inventory for some products
- €0 Bank Loan
 - €0 interest charges
- €16 000 000 in Machinery and Equipment
 - 16,000 units / day in capacity
- 8 hours setup time
- Fixed Costs (paid every 5 days)
 - Direct labor: €10 000
 - Factory overhead: €7 500
 - S, G & A: €20 000
 - Depreciation (Building): €1 250
 - Depreciation (Equipment): €33 333



New Customer Markets



To service new customers, we need to be able to scale our production up to meet the increased demand.

An €8 000 000 investment, financed by bank loan, has been made in Machinery and Equipment to increase your production capacity.





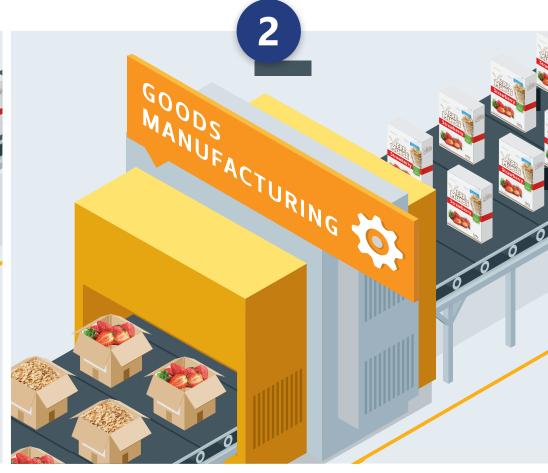
Impact of New Customer Markets

More customers implies:

- More Sales Staff
 - Increases the S, G & A
- New Bank Loan
 - Adds interests charges to the fixed costs
- Purchase of Machinery and Equipment
 - Increases the equipment depreciation costs
 - Increases Overhead Costs
 - More Factory workers Increases Direct Labor costs



Before the €8 000 000 investment. Capacity: 16,000 units/day

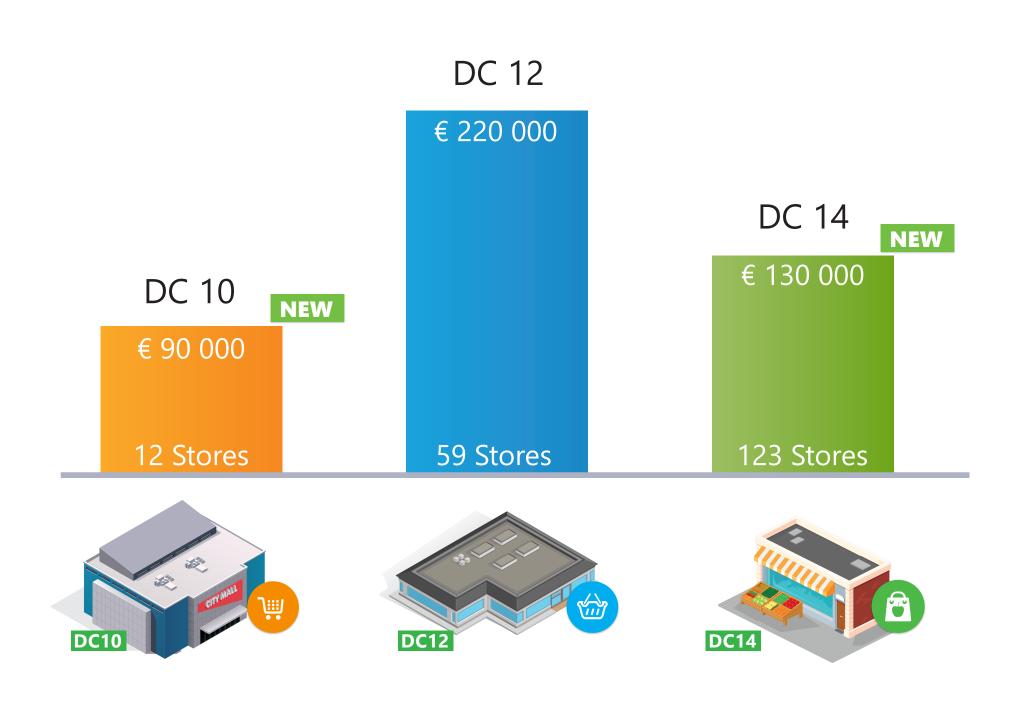


After the €8 000 000 investment.

Capacity: 24,000 units/day



Current Market (Manufacturing Extended)



- No Starting Inventory
- New €8 000 000 Bank Loan to finance production capacity improvements
- €24 000 000 in Machinery and Equipment after investment
 - 24,000 units / day in capacity
- 8 hours setup time
- Fixed Costs (paid every 5 days)
 - Direct labor: €20 000
 - Factory overhead: €15 000
 - S, G & A: €40 000
 - Depreciation (Building): €1 250
 - Depreciation (Equipment): €50 000



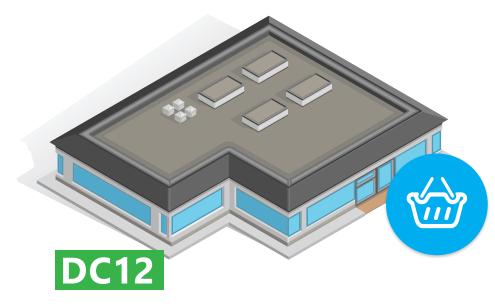
Distribution Channels



- Only buy large boxes (1kg)
- Orders 3 products at a time
- Payment delay of 20 days
- Very High sensitivity to price
- Low sensitivity to advertising

Approximate Market Size

– €90 000 per team per week (5 days)



Grocery stores

- Buy all sizes of boxes (1kg and 500g)
- Orders 4 products at a time
- Payment delay of 10 to 20 days
- High sensitivity to price
- Medium sensitivity to advertising

Approximate Market Size

- €220 000 per team per week (5 days)
 - €130 000 per team per week (5 days)



Independent grocers

- Only buy small boxes (500g)
- Orders 1 product at a time
- Payment delay of 1 to 20 days
- Medium sensitivity to price
- High sensitivity to advertising

Approximate Market Size





Number of Stores by Geographical Area

	West	•
NEW	Hypermarkets	3
	Grocery stores	17
NEW	Independent grocers	40

	North	0
NEW	Hypermarkets	2
	Grocery stores	19
NEW	Independent grocers	45

	South	
NEW	Hypermarkets	7
	Grocery stores	23
NEW	Independent grocers	38

	Total	9
NEW	Hypermarkets	12
	Grocery stores	59
NEW	Independent grocers	123

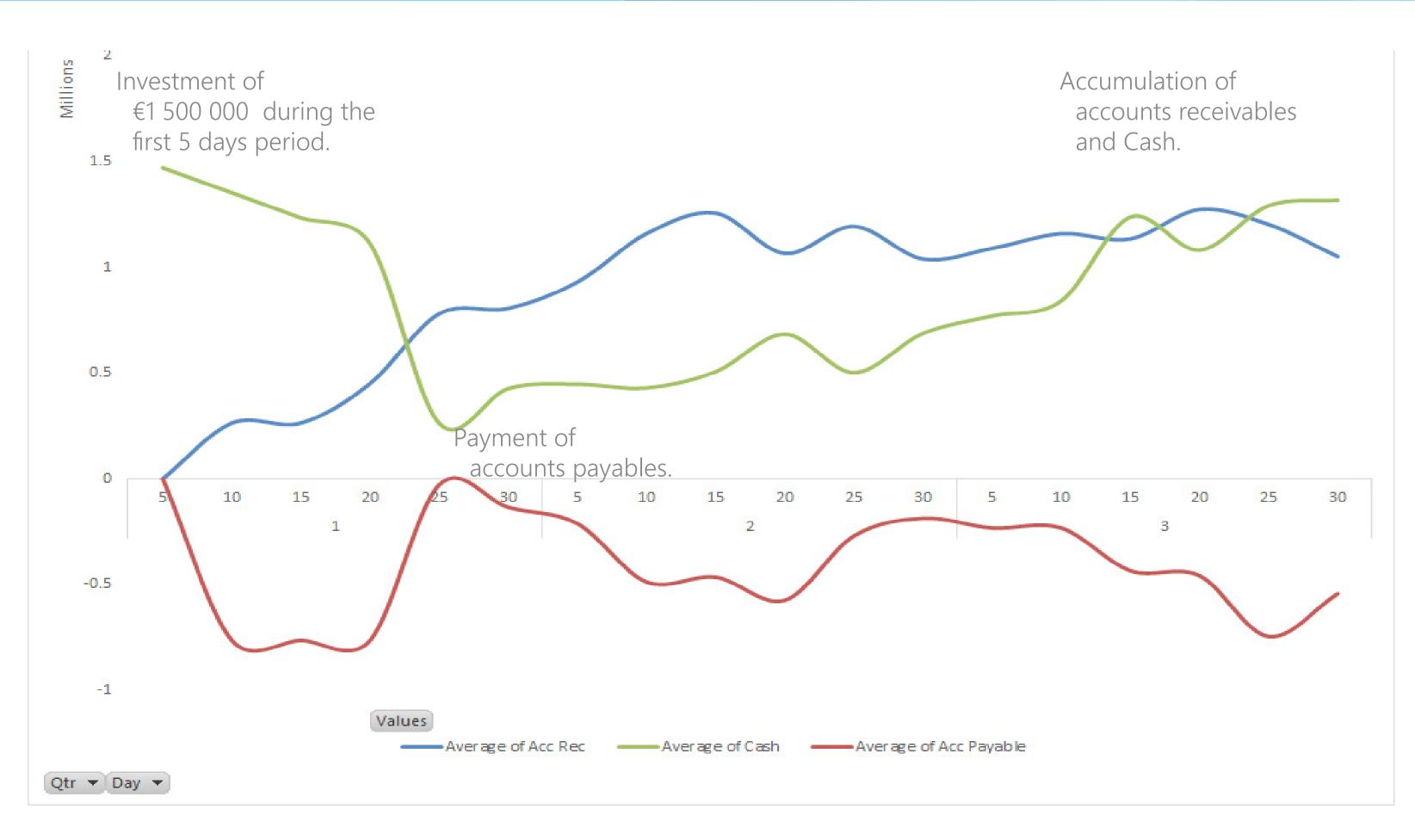




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Financial Situation and Cash Management



Initial situation

- €2 000 000 in Bank Cash Account
- Loan of €8 000 000
- Fixed costs paid every 5 days
- Sales revenue received after
 1 to 20 days



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Determining Company Value

$$Company\ Value = \frac{Yearly\ Profit}{Company\ Discount\ Rate}$$

$$=\frac{\left(\frac{Current\ Profit-Setup}{Nb.\ Rounds\ Played}*12\right)+Setup}{Market\ Risk\ Rate+Company\ Risk\ Rate}$$

Where Setup = Setup Time Reduction Investment

This formula is adapted from the standard Dividend Discount Model (DDM) for stock valuation, assuming no growth and 100% dividend payout.



Company Valuation Example

Company Situation

Current profit: €125 000

Setup time reduction: €-75 000

Number of rounds played: 1

Market Risk Rate: 7%

Company Credit Rating: BBB

Company Risk Rate*: 6%

* linked to BBB credit rating, see next slide

$$Company \, Value = \frac{\left(\frac{Profit - Setup}{Nb. Rounds \, Played * 12}\right) + Setup}{Market \, Risk \, Rate + Company \, Risk \, Rate}$$

$$= \frac{\binom{125\ 000 - (-75\ 000)}{1*12} + (-75\ 000)}{7\% + 6\%}$$

$$=\frac{2\ 325\ 000}{13\%}$$

= €17 884 615



Determining Company Discount Rate

Discount Rate = Market Risk Rate + Company Risk Rate $= 7\% + f(Company\ Credit\ Rating)$

Company Credit Rating = f(Debt Loading)

$$Debt \ Loading = (Cash + Acc. Receivables) + (Loan + Acc. Payables)$$

- The market risk rate is based on historical stock market average returns of 7%.
- Company credit ratings are determined using the lookup table.

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LOOKUP TABLE

Debt Loading	Rating	Risk Differential
€ -	AAA+	+3,00%
€ -1 000 000	AA+	+3,75%
€ -2 000 000	AA	+4,00%
€ -3 000 000	AA-	+4,25%
€ -4 000 000	A+	+4,75%
€ -5 000 000	A	+5,00%
€ -6 000 000	A-	+5,25%
€ -7 000 000	BBB+	+5,75%
€ -8 000 000	BBB	+6,00%
€ -9 000 000	BBB-	+6,25%
€ -10 000 000	BB+	+6,75%
€ -11 000 000	BB	+7,00%
€ -12 000 000	BB-	+7,25%
€ -13 000 000	B+	+7,75%
€ -14 000 000	В	+8,00%
€ -15 000 000	B-	+8,25%
€ -16 000 000	CCC+	+9,00%
€ -17 000 000	CCC	+10,00%
€ -18 000 000	CCC-	+11,00%
€ -19 000 000	CC	+12,00%
€ -20 000 000	С	+15,00%



Company Valuation Example

Company Situation

- Current profit: €125 000
- Cash: €1 500 000
- Accounts Receivable: €450 000
- Bank Loan: €-10 000 000
- Accounts Payable: €-350 000
- Number of rounds played: 1
- Market Risk Rate 7%

Debt Loading =
$$(Cash + Acc.Receivables) + (Loan + Acc.Payables)$$

= $(1\ 500\ 000 + 450\ 000) + (-11\ 000\ 000 + -350\ 000)$
= $-8\ 400\ 000$
Company Credit Rating = $f(Debt\ Loading)$
= $f(-8\ 400\ 000)$
= BBB
Company Risk Rate = $f(Company\ Credit\ Rating)$
= $f(BBB)$
= 6%
Company Value =
$$\frac{\binom{Profit - Setup}{Nb.Rounds\ Played*12} + Setup}{Market\ Risk\ Rate + Company\ Risk\ Rate}$$

= $\frac{(125\ 000 - (-75\ 000)}{13\%} + (-75\ 000)$
= $\frac{2\ 325\ 000}{13\%}$
= €17\ 884\ 615



Impact of Financial Decisions

	Pos	sitive Values	Nega	tive Values			
						Impact	
Investment/Account	(Cash +	- Acc.Receivable)	+ (Loan +	Acc. Payable)	Credit Rating	Profit	Weekly Costs
Buy Equipment	_	0	0	0	_	0	+
Setup Time Reduction	_	0	0	0	_		0
Pay Back Bank Loan	_	0	+	0	0	0	

- Keep in mind that all investment decisions typically involve large up front payments or commitments of resources that generate future operational returns (increase efficiency, decrease costs, increase revenue).
- Note that since credit ratings are tiered based on debt levels, the impact on credit rating is dependant on the size of the investment; e.g. a €3M purchase of machinery will reduce your credit rating by three levels.



Impact of Operational Activities

	Posit	ive Values	Negat	ive Values			
						Impact	
Activity/Account	(Cash +	Acc.Receivable)	+ (Loan +	Acc. Payable)	Credit Rating	Profit	Weekly Costs
Send Purchase Order	0	0	0	0	0	0	0
Goods Receipt	0	0	0	_	_	0	0
Pay Vendor	_	0	0	+	0	0	0
Sales	0	+	0	0	+	+	0
Receive Customer Payment	+		0	0	0	0	0

- To increase the value of your company, you should focus on making profitable sales. Both the increase in profit and improvement in credit rating make the company more valuable.
- Note that since credit ratings are tiered based on debt levels, the impact on credit rating is dependant on the size of the transaction; e.g. You would need €1m of new sales to increase your credit rating one level.



Operations in the Cash-to-Cash





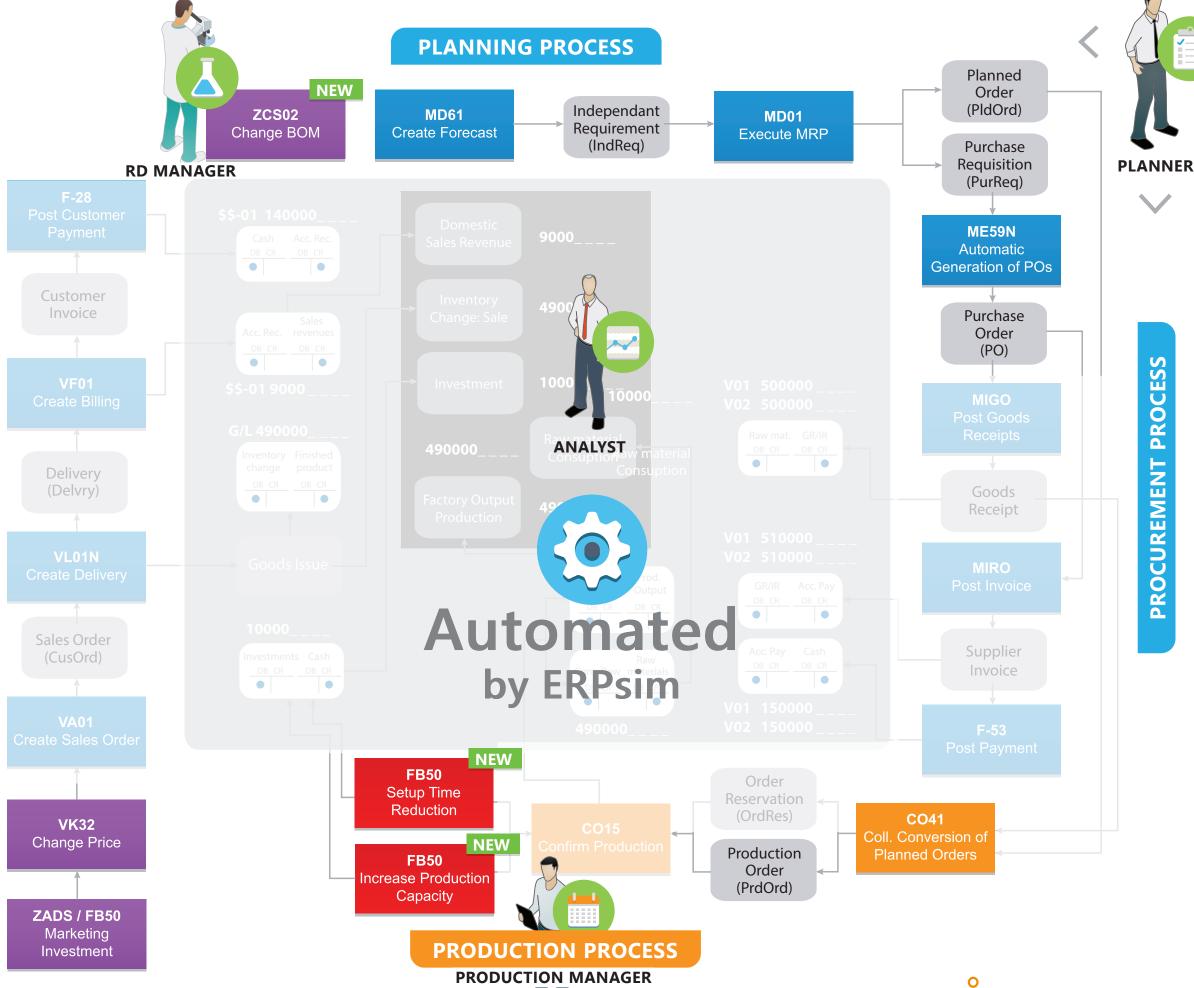
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Integrated Business Processes

WITH ERPsim

With ERPsim, many clerical transactions are automated by the simulator to put emphasis on the decision making processes and the collaboration between the players.









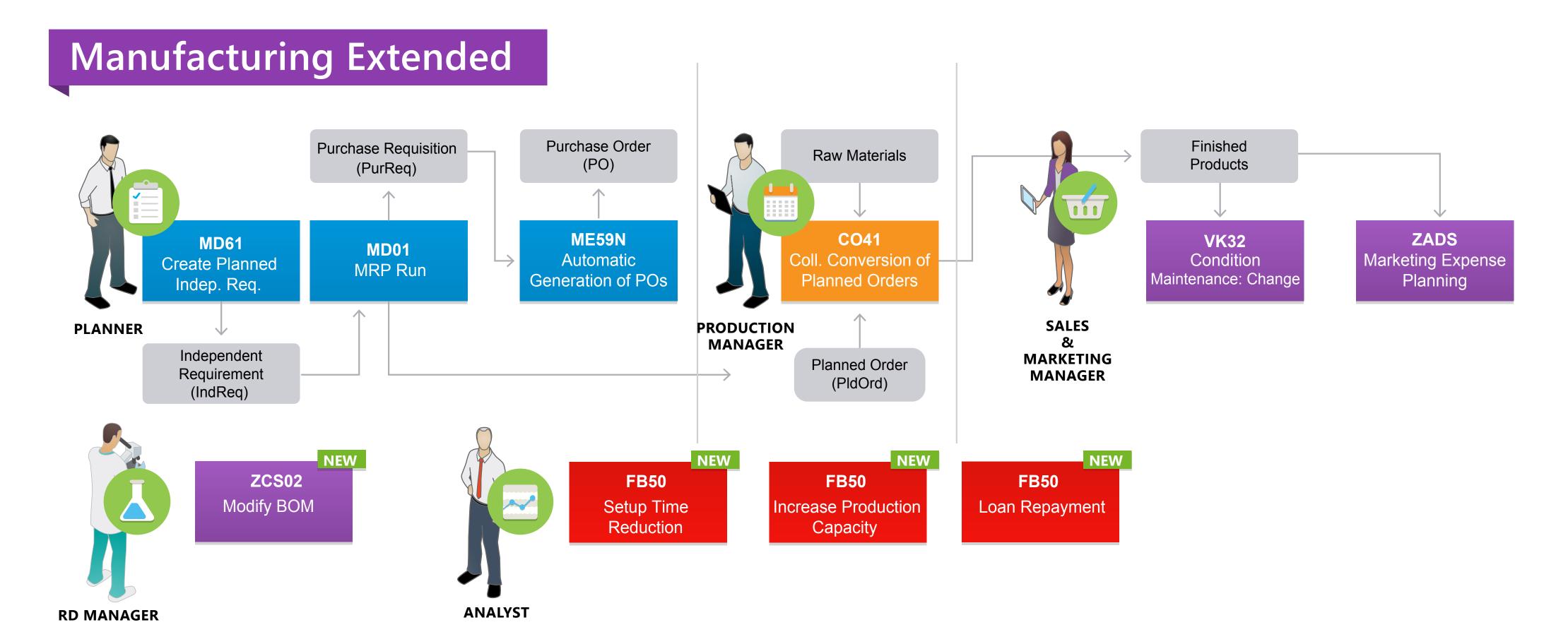
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SALES

MARKETING MANAGER

Manufacturing Extended Game



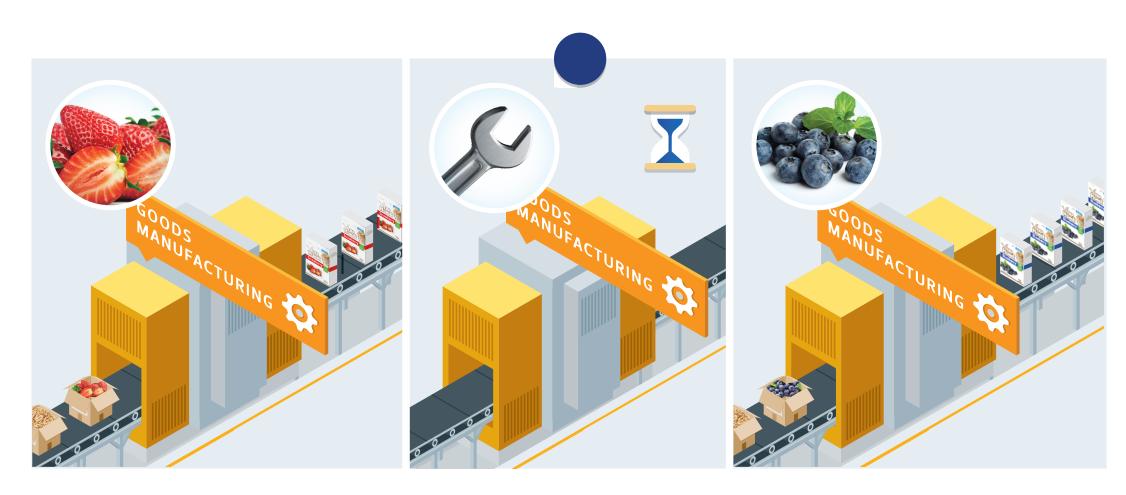
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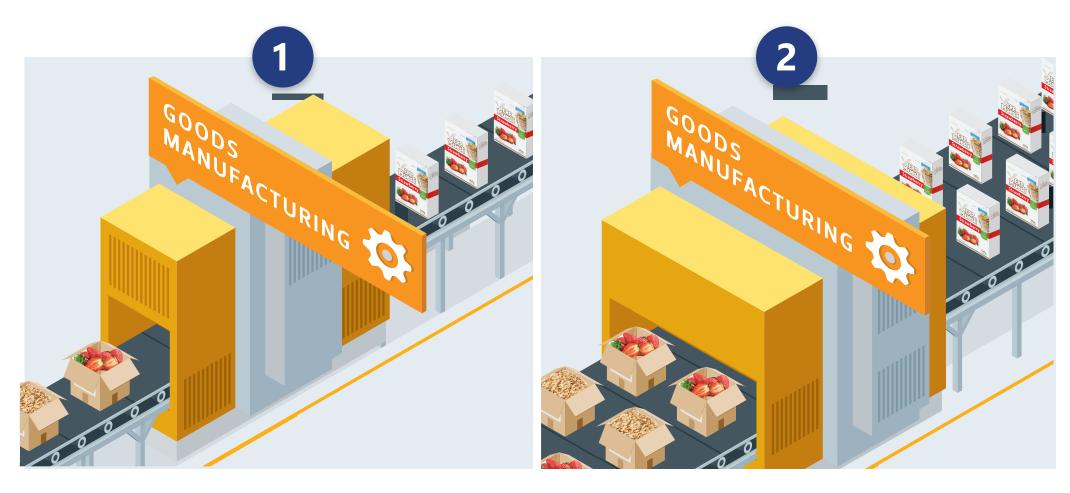
Productivity Decisions

Setup time reduction



- Initial setup time of 8 hours between production runs of two different products with the option of reducing it by investing.

Production capacity increase



- A bank loan of €8 000 000 has been invested in production capacity to increase your Initial production capacity from 16,000 to 24,000 units / day. You also have the option to increase it further.



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R&D Management



Muesli Cereals: Composition





Available Recipes



20% wheat*
30% oat*
20% nut*
1 box / 1 bag*

*minimum



500g

1kg

Blueberry

\$\$-F02 \$\$-F12

20% wheat*
30% oat*
20% blueberry*
1 box / 1 bag*

*minimum



Strawberry

20% wheat*
30% oat*
20% strawberry*
1 box / 1 bag*

*minimum



Raisin	
\$\$-F04	500g
\$\$-F14	1kg

20% wheat*
30% oat*
20% raisins*
1 box / 1 bag*

*minimum



Original	
\$\$-F05	500

1kg

20% wheat*
30% oat*
1 box / 1 bag*

\$\$-F15

*minimum



Mixed	
\$\$-F06	500g
\$\$-F16	1kg

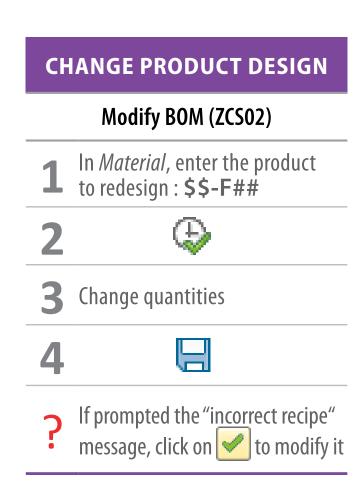
20% wheat*
30% oat*
30% fruits & nuts**
1 box / 1 bag*

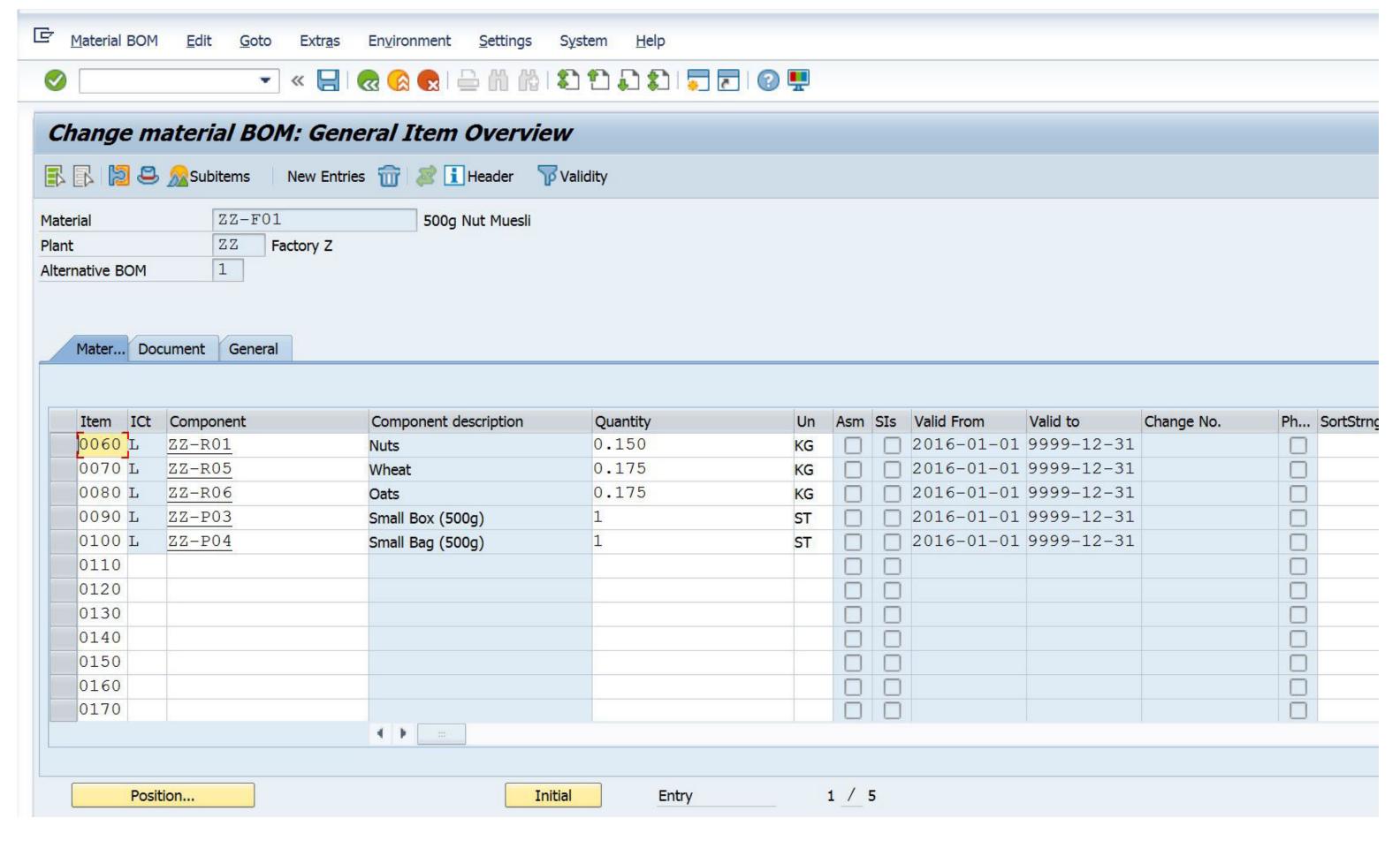
*minimum

**At least some of all fruits/nut



Bill-of-Material







Financial Accounting



Financial Statements

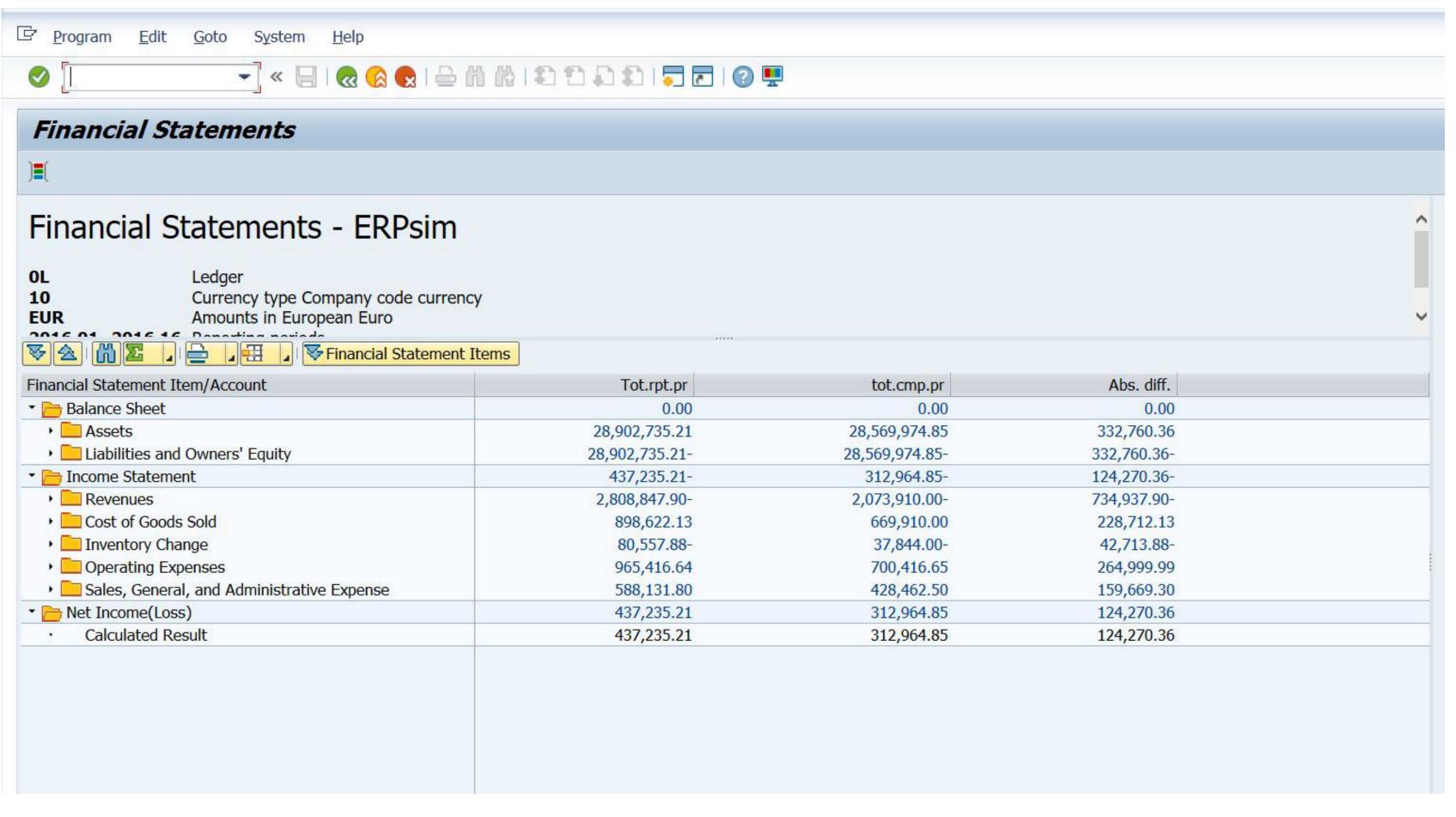
FINANCIAL STATEMENT

Financial Statements (F.01)

- 1 In *company code*, enter your company number (\$\$)
- 2 Select ALV Tree control (optional)

3







Cost Accounting



Total Fixed Costs

FIXED COSTS (€ paid each 5 days)*		
Direct labor	20 000	
Factory overhead	15 000	
S, G & A	40 000	
Depreciation (Building)	1250	
Depreciation (Equipment)	50 000**	

^{*}Billed Automactically
**Investing in additional capacity will
increase equipment depreciation costs





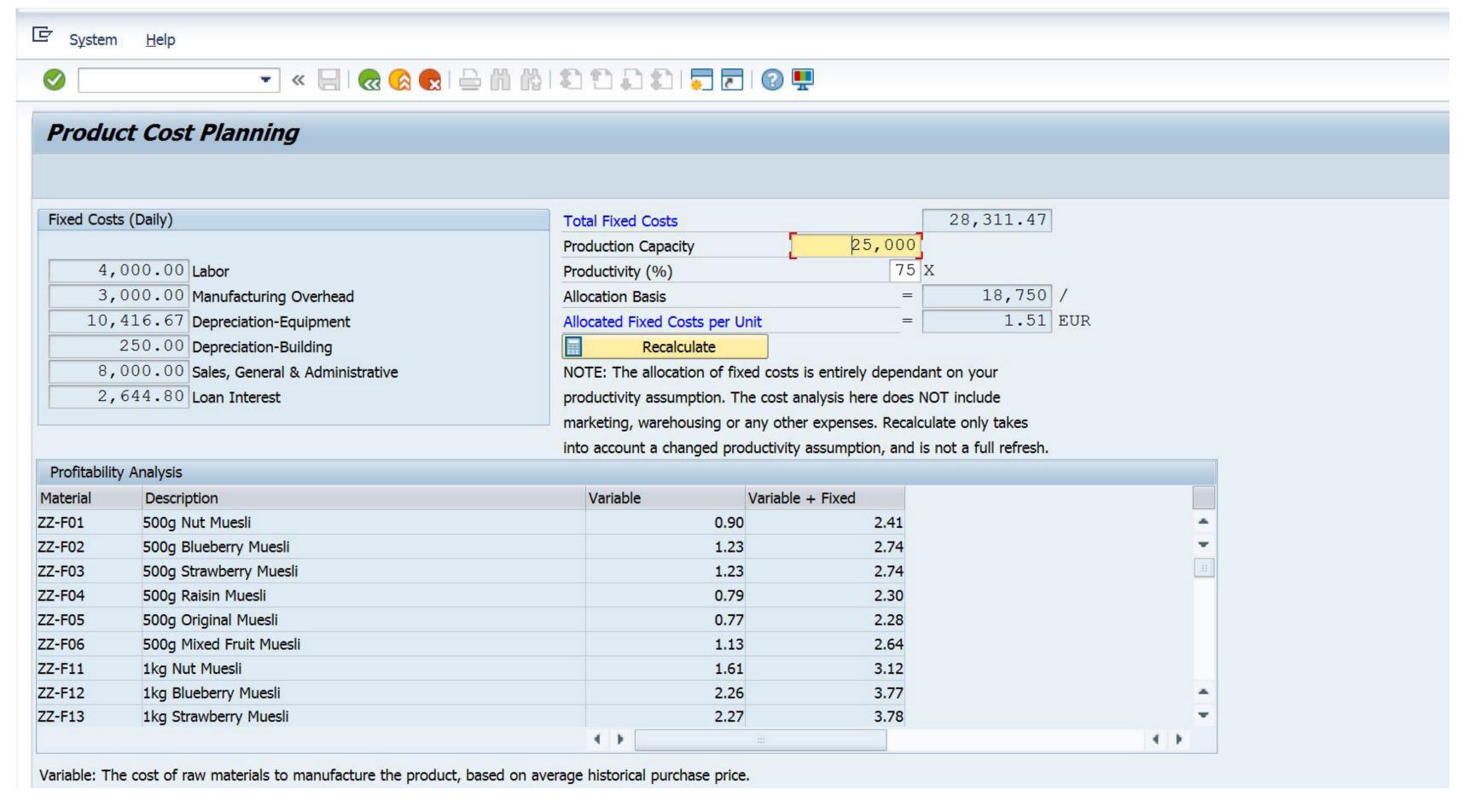
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Product Cost Planning

PRODUCTION COST

Product Cost Analysis (ZCK11)

For each product, it shows variable and fixed costs and the price for each DC.







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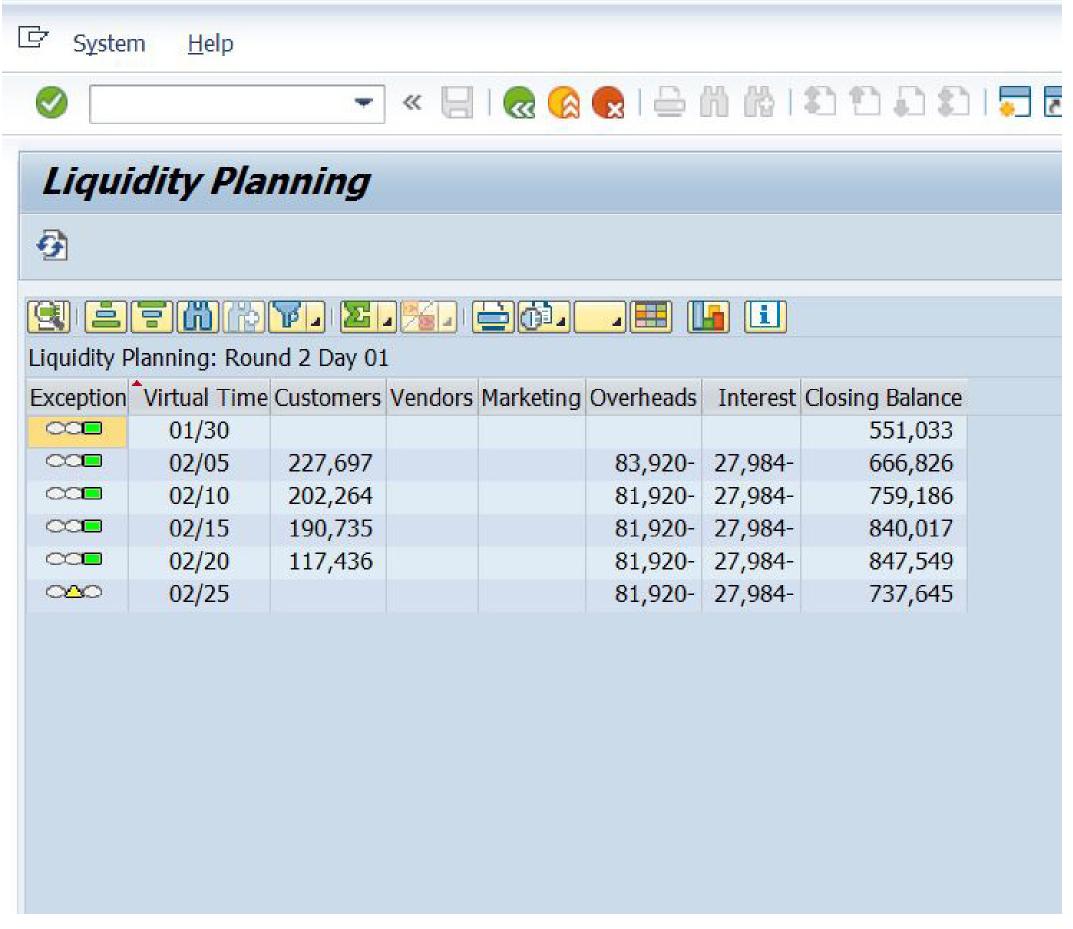
Treasury Management



Liquidity Planning

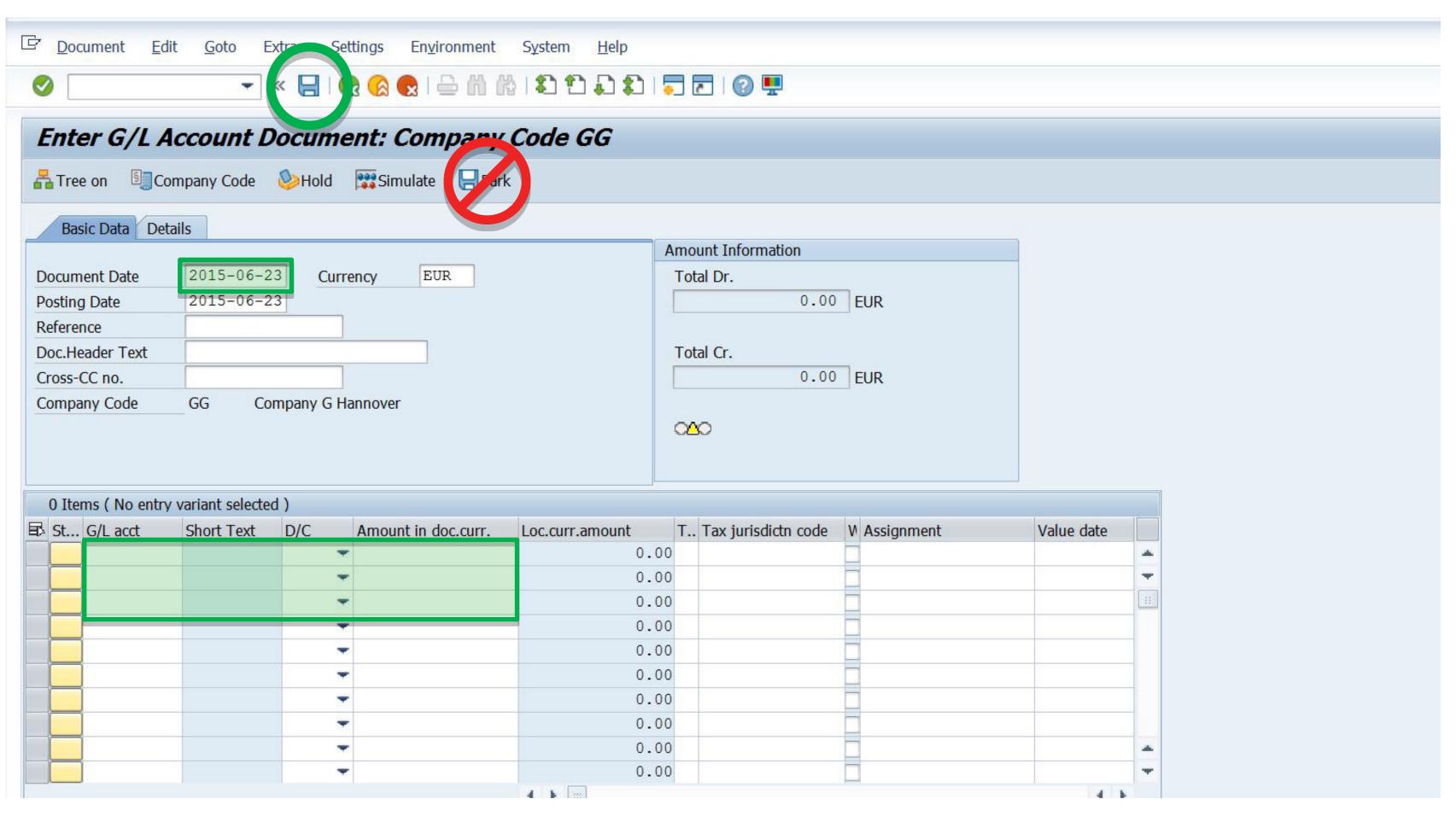
Liquidity Planning (ZFF7B)

Displays an estimate of your cashflow for the incoming weeks





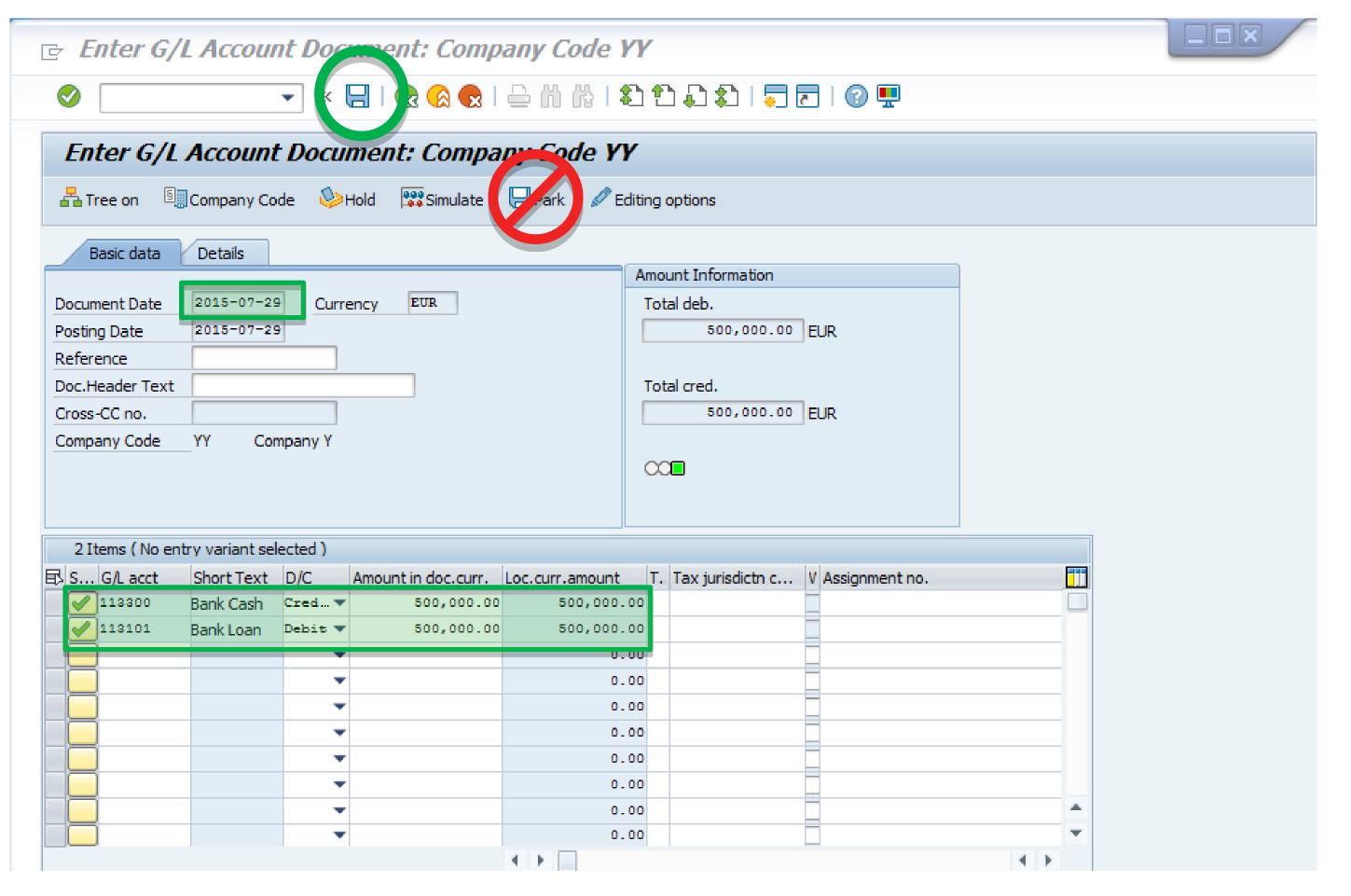
Financial Transaction: Posting in the G/L





Loan Repayment

LOAN REPAYMENT Enter G/L account (FB50) Enter current date (F4) 2nd Line 1st Line 113300 113101 Account D/C Debit Credit ??? ??? Amount





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Production Planning



Production Improvement: Capacity Increase



PRODUCTION CAPACITY		
Capacity (units/day)	24,000	
Additional Capacity (€ per 1,000 units)	1 000 000	

Capacity = Account #11000 Balance* 1 000

*Machinery and equipment Account

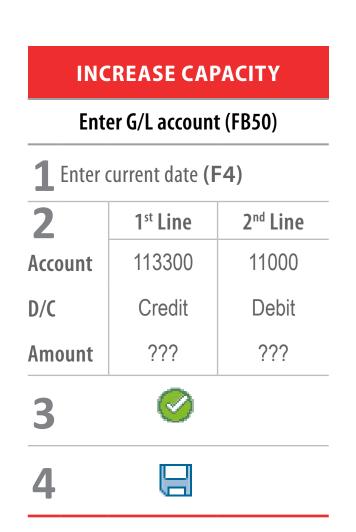


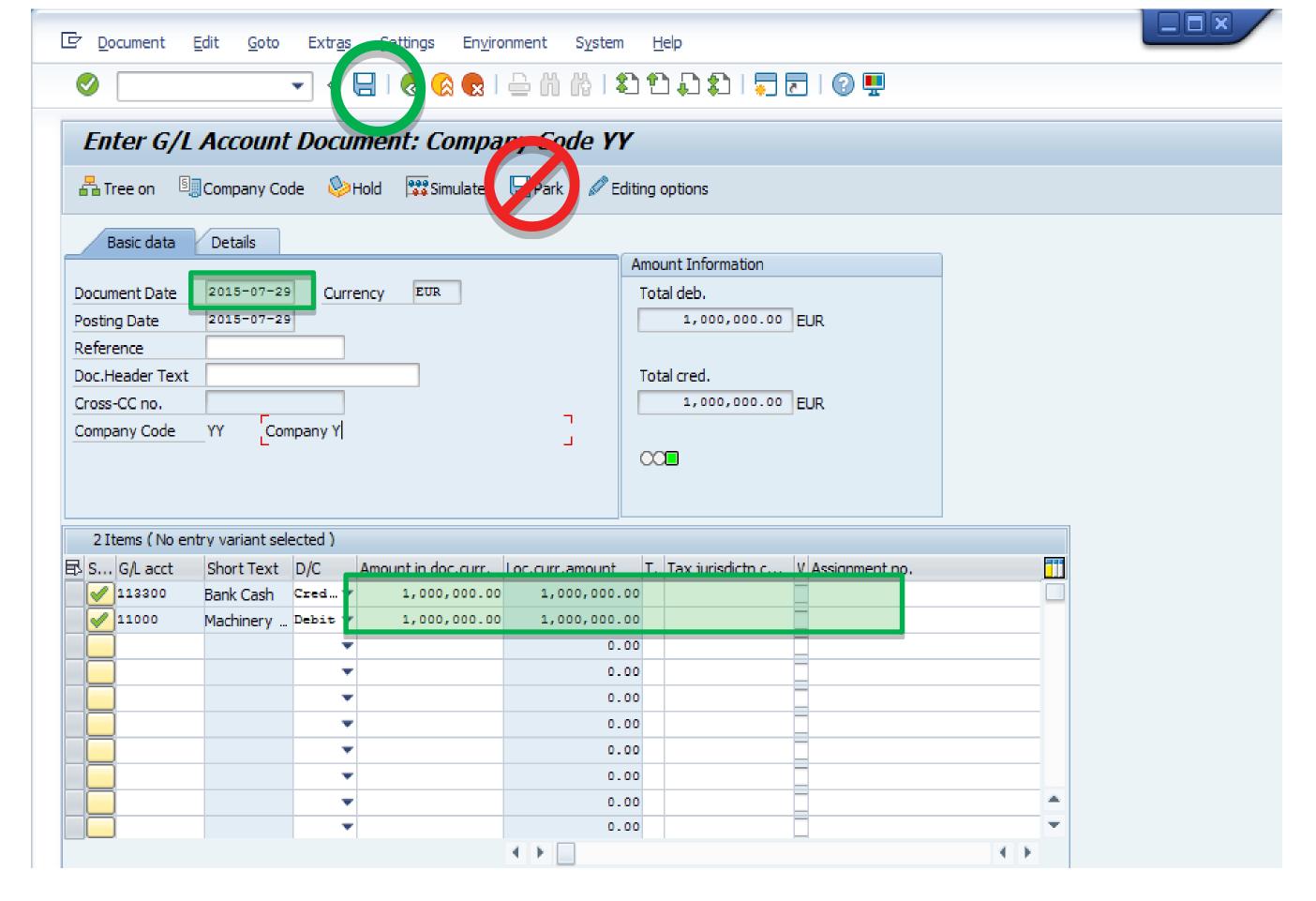
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Balance Sheet: Capacity Improvement



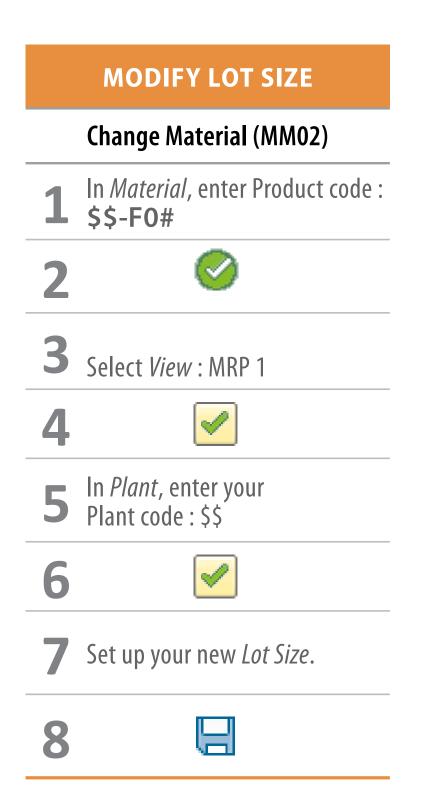


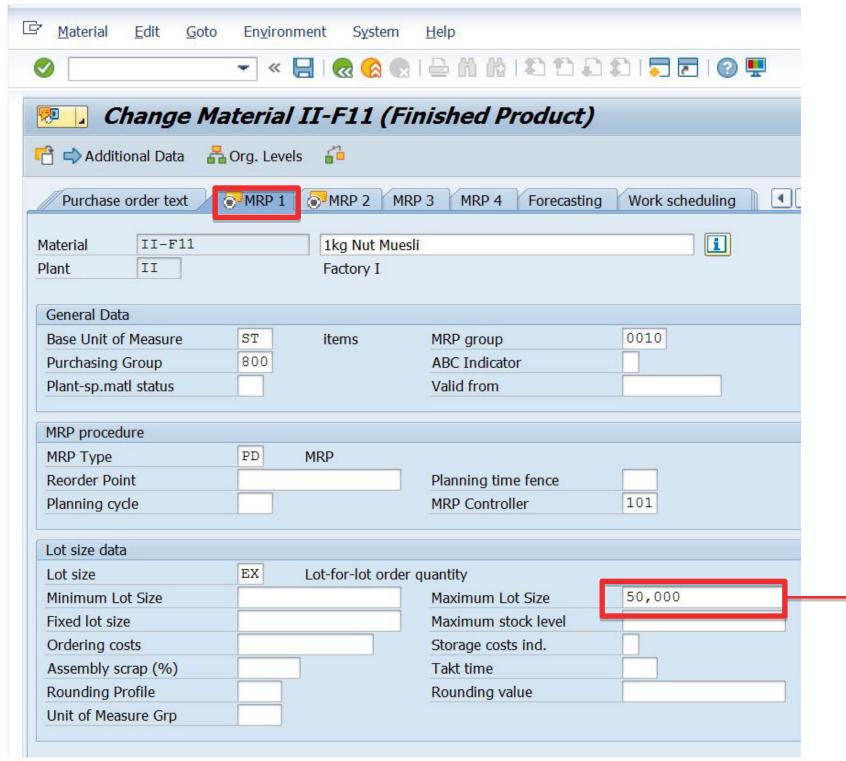


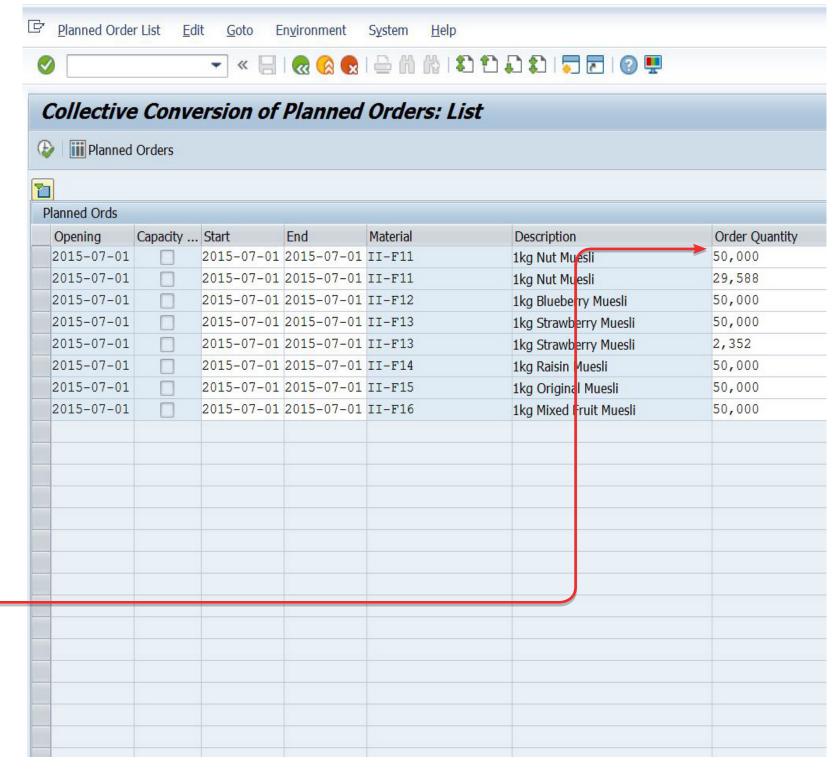
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Lot Size (MM02)







WARNING: This transaction can only be used before the game starts and in between rounds.



Production Improvement: Setup Time Reduction

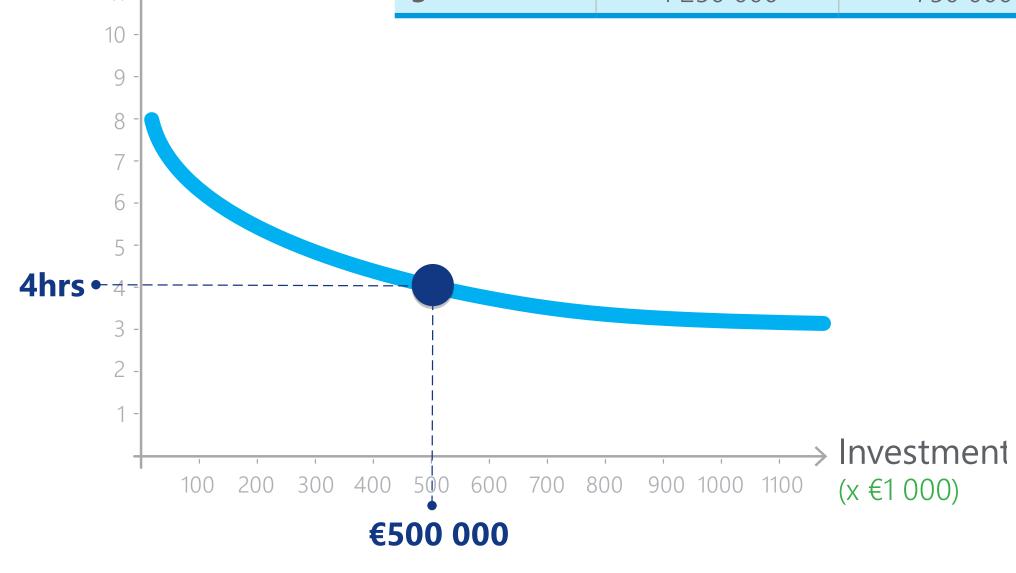




The exact formula for calculating the set up time as a function of investment:

Setup Time= 2 + 6 x 250,000 250,000 + Account 478 000 Balance*

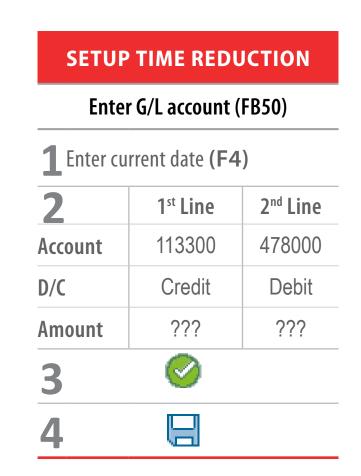
*Production Improvement Expenses Account

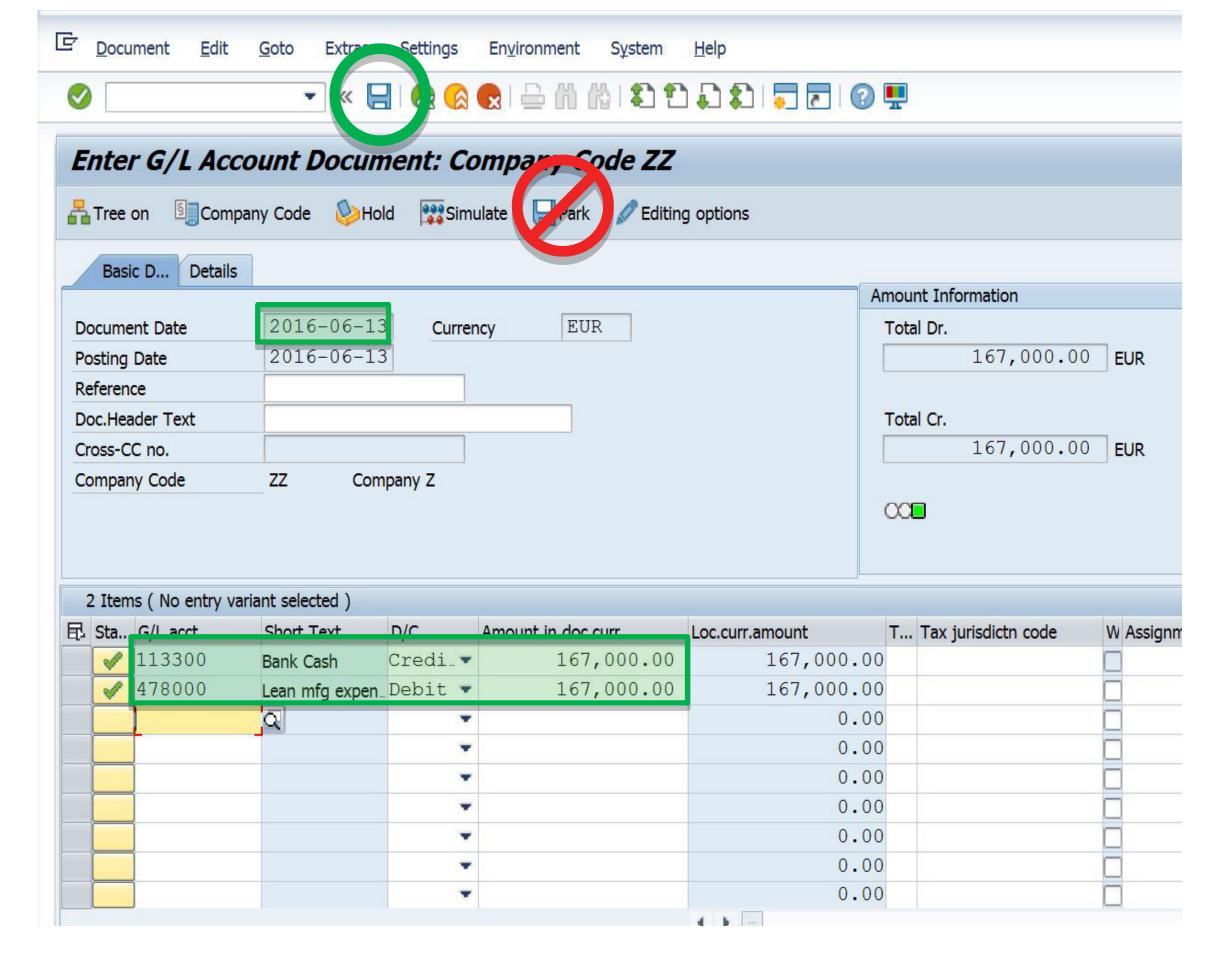




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P/L: Setup Time Reduction









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Forecasting



Forecasting

FORECAST SALES

Create Planned Indep. Req. (MD61)

Select Product group, then enter: \$\$-F



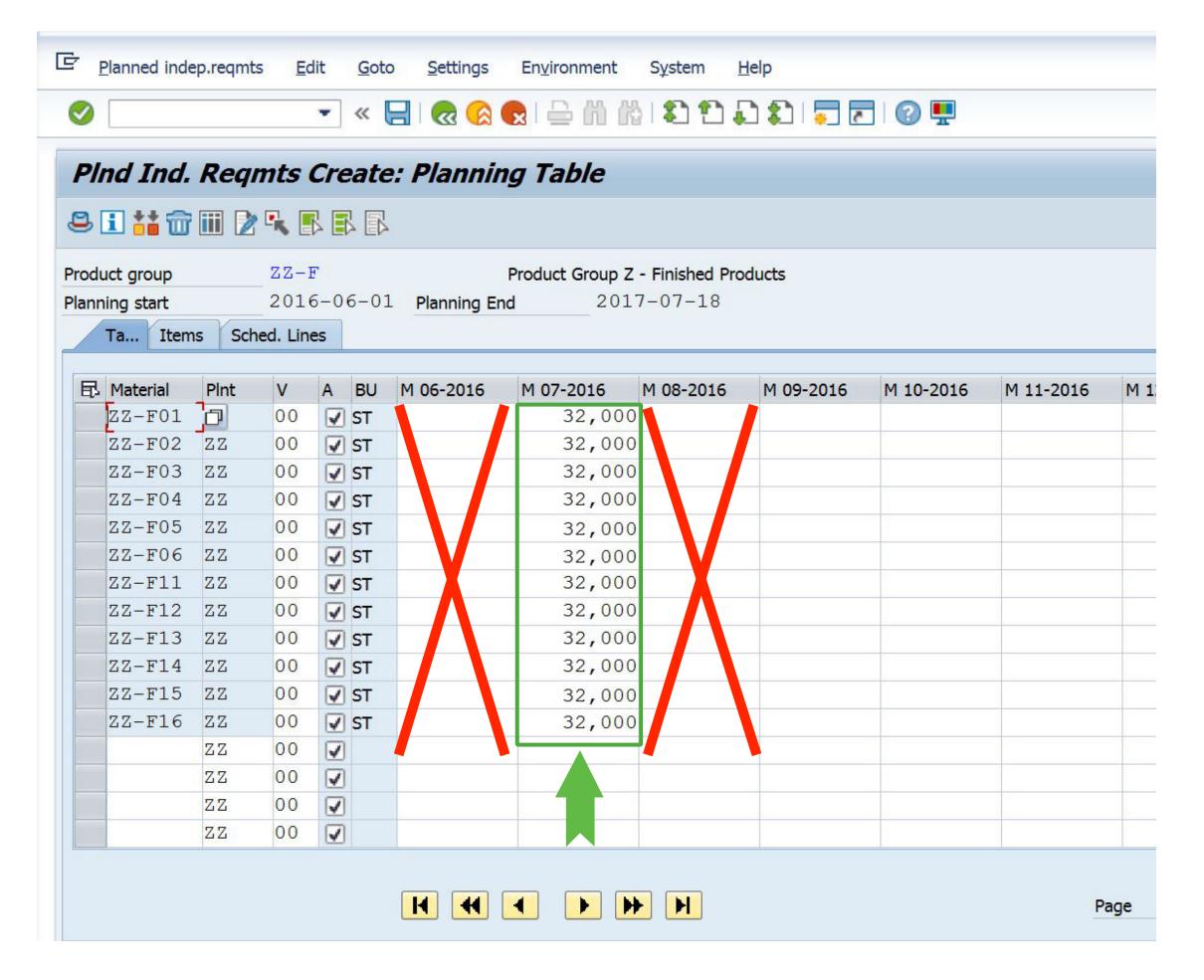
Enter forecasted quantities in the 2nd date column



The quantity corresponds to the replenishment level

STORAGE CAPACITY AND COSTS

Product type	Current space	Cost per additional 50,000 units*
Finished product	250,000 boxes	€500/day
Raw materials	250,000 kg	€1 000/day
Packaging (bags and boxes)	750,000 units	€100/day







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Review of the Major Rules

- Customers preferences do not change throughout the game, hence you may learn from their past behavior
- The company displaying the highest Company Valuation at the end of the simulation wins the game
- 3 You must behave ethically at all times
- The end of game inventory will be value at cost price in the final balance sheet. Therefore, you shouldn't sell under cost at any time during the game.



Léger et al (2013): Manufacturing Participants Guide



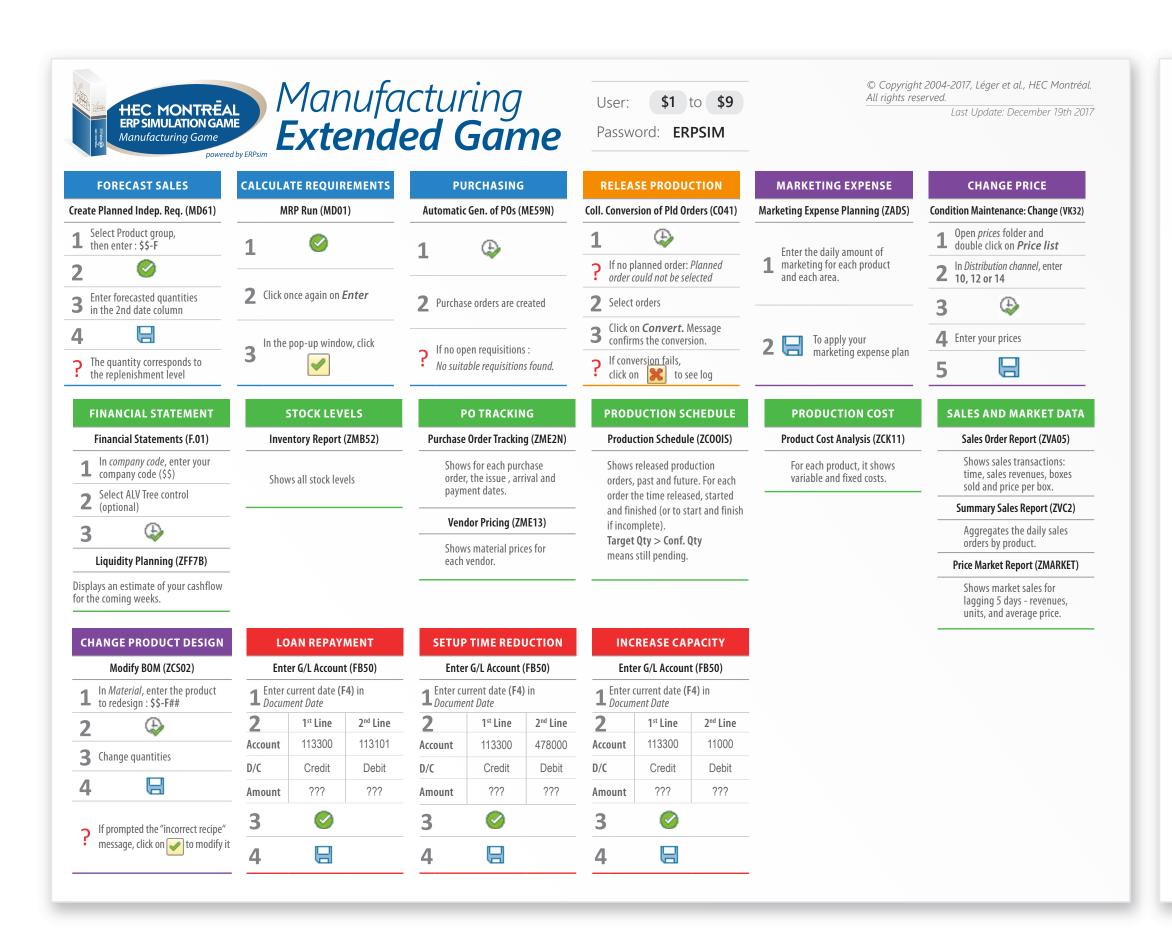
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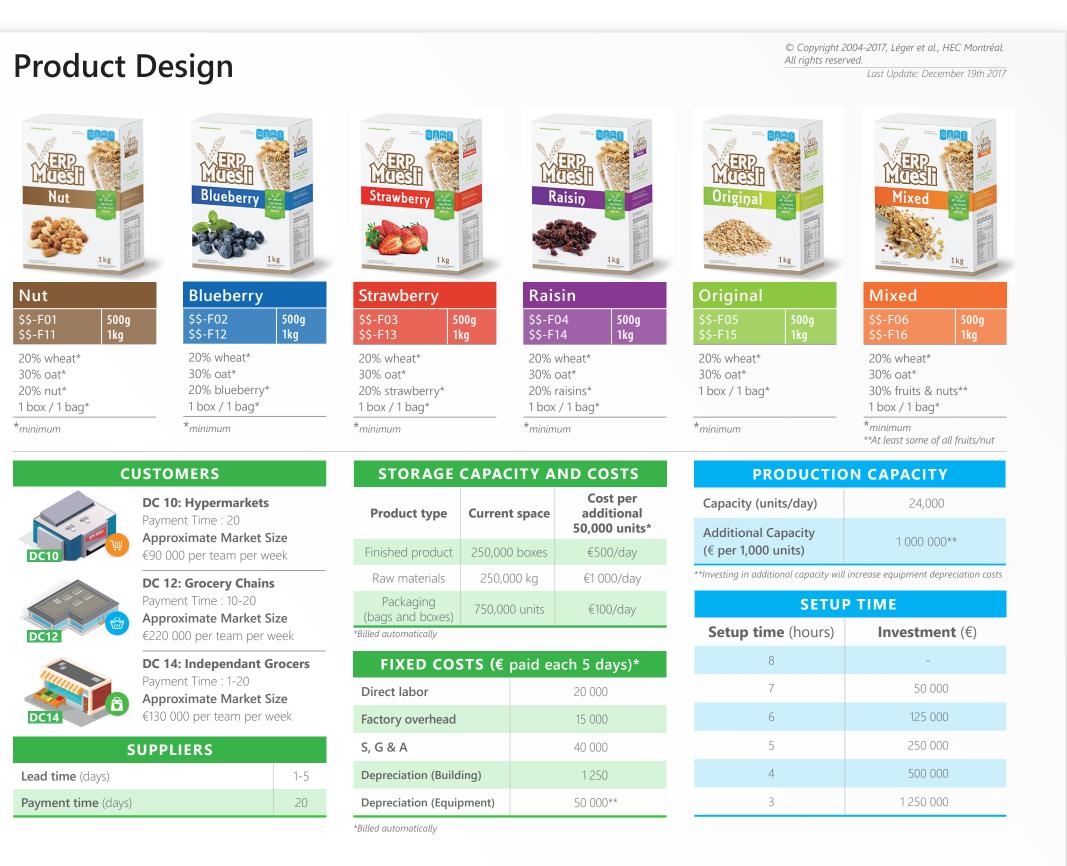
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Participant's Job Aids







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