

Flora PARK

Game Trajectory & Assignment



Dr. Yao Zhao

Professor in Supply Chain Management

Rutgers Business School

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Show / Explain Game Trajectories

- Financial performance
 - Cumulative profit of all supply chains
 - Cumulative profit of all florists and importers
- Market shares
 - institutions, empty nesters, gift-givers
- Levers
 - Service levels (florists)
 - MKTing expense (both relationship & pro/ads)
 - OE investment (both florist and importer)

Assignment

- Identify and discuss the **most compelling insights** that you learned from the FloraPark simulation, please use examples if you could.
- Please provide your key learnings / take-aways on the following topics: **strategic thinking, teamwork, negotiation, supply chain collaboration, supply chain competition.**
- Please answer the following questions:
 - How did you collaborate with your trading partner while defending your own interest?
 - What would you do differently next time?
 - What suggestions do you have for your trading partner?



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