

# Introduction about my team and company

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My name is Georges-Guermann Delacretaz and my company name was Andrews in this Capsim Capstone. There were four other group members who have worked with me in this business Capstone simulation. Their names are Ariunbayar Batbayar, Kaitlin Carpenter, Nicholas Glaser and Suzana Savanovic.

## Lesson Learned throughout the Capsim Capstone:

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### **Importance of Brand Identity, Marketing and Awareness:**

Brand marketing and availability are extremely important to keep the demand level with the production. My strategy is to keep the public as close to 100% on accessibility and awareness, for all of my products. I plan on doing this by investing into the marketing aspects of my company. Using the annual report to predict how much marketing is needed to raise the awareness and accessibility as well as make up for lost awareness from the previous year. It requires continuous investment in marketing and product placement to be able to keep customers interested

### **Managing Competition and Competitive Prices:**

In this Capstone simulation, there was a cut throat competition, as Andrew was competing with five more companies name Baldwin, Chester, Digby, Erie and Ferris. Each company wants to serve its customer the best product at very competitive rates. So, I have learned to have competitive prices along with highest quality within that price. My goal in future will be to keep customers buying my products at the highest rate in the field while working to lower my production and labor costs. To make my company popular among the clients, I will make sure that my products perform better at a lower cost than my competitors in the market.

### **Importance of R & D and Automation:**

I have also learned that investment in Research & Development for any company is very important to keep the products up to date which clients wanted from any company. R & D is very important to keep in touch and stay ahead of the competitors. In this way, we can forecast customer's preferences and choices and changes in customers buying preferences. So, it is important to invest a lot in automation and R& D to Stay ahead of the competition. In addition, Automation is very important for manufacturing good products for the customers, as customer's main need is to have good performance, quality and innovation.

### **Understand what customer needs:**

My goal when entering into any market in future will be to look at the Market reports and data to understand what customers wants. One thing is confirm client consistently wants improved performance and quality from the companies. If I will notice a product becoming less popular with customers my plan is to re-plan the product, change the size and performance to exceed the requirements of the public, and increase investment in marketing. I believe people lose interest in a company quickly if it fails to meet the demand, they will find another product instead, and once they switch they may never be willing to switch back. So, it is important to tackle it at priority, if we really want to capitalize the growth opportunities in the market.

### **Importance of Human Resource and their Training:**

Human Resource is becoming more and more important now a days. For every company, human resource department is very important for handling a company's most valuable asset, which are people. The role of HR manager is clear because they always work with the humans and the humans resources. Therefore, the HR manager will effectively deal with the sources and employees to select them to perform the production effectively.

Therefore training of the employee is very important as to update their knowledge and skills for excellent product quality. It is important to invest in employee growth and training to keep a skilled and motivated workforce. HR departments set up training programs, workshops, and other ways to learn so that employees can improve their skills, knowledge, and general professional growth.

# Reflection on working with my team

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It was great working with the diverse team with different background and it was really challenging and helpful at the same time. I have learned that Successful teamwork depends on having the skills to speak clearly, listen intently, respect different points of view and accept diversity. In teamwork it is very important to evaluate everyone's strength and try to benefit from by assigning them the role, where one is best at it because each group member was responsible for each activity of the Capsim simulation.

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