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This specific strategy focuses on the high technology segments (High End, Performance and Size). As a result of implementing this new strategy, the

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company was able to gain a competitive advantage by distinguishing its products with an excellent design, high awareness, easy accessibility and new products (Capsim, 2013).

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The Capsim simulation really allowed me

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to close the gap between knowing and doing. The students love to apply the concepts in a real-world setting. Frank T. Rothaermel, Ph.D. Professor of Strategy and Innovation — Georgia Institute of Technology

Capsim - Simulation-based teaching tools for educators

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Determination of target markets and strategy development in contexts meaningful to the participants. Includes fundamentals of strategy, ethical questions, and international contexts. Integrates the concepts taught in all the functional areas of management.

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My strategy going into Capsim was simply to control a large portion of the low end and traditional segments. The reason for this is because in the final round, although low end's growth rate isn't very high, it still has the largest market out of all five product segments.

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If you are looking for some help here is a Capsim Guide with helpful Capsim tips per round to help you get through this MBA capstone course. Before you begin, remember, the general strategy for this game is investing heavily in capacity, automation, and invention using long-term liabilities in the earlier rounds.

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15.3 Chester - Broad Cost Leader. The Chester computer team will adopt a

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Broad Cost Leader strategy, maintaining a presence in every segment. We will gain a competitive advantage by keeping R&D costs, production costs, and raw materials costs to a minimum, enabling us to compete on the basis of price.

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- **15.3 Chester - Broad ...**

Foundation Simulation #1: Cost Leadership with Product Lifecycle Focus
For this Capsim Foundation Simulation, I was automatically chosen to be a part of Team Andrews. As Team Andrews, we were assigned to follow a cost leadership with product lifecycle focus strategy. Although I knew some of the

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things that this strategy entailed, planning and executing it was a whole other story.

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