Learning the basics with the Driving Lesson scenario...

1. **Watch the Introduction Videos (10 mins)**
   Take a look at the SimVenture Classic Support Videos which cover the basic information you need to know.

   *What is SimVenture? - Finding your way around - Making informed decisions - Evaluating progress*

2. **Load the Driving Lesson scenario**
   Now you’ve viewed the introduction videos, you can explore SimVenture Classic to give you a basic understanding of how it works and refer back to the videos at anytime if you wish.

   To help you understand how the software reacts let’s consider what would happen if you just ran 3 months without doing anything (if you run the months through yourself you will see exactly the same results).

<table>
<thead>
<tr>
<th>Month</th>
<th>Enquiries</th>
<th>Orders</th>
<th>Sales</th>
<th>Profit / Loss</th>
<th>Bank Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun</td>
<td>6</td>
<td>5 (30)</td>
<td>2 (12)</td>
<td>£3,626</td>
<td>£9,332</td>
</tr>
<tr>
<td>Jul</td>
<td>5</td>
<td>3 (18)</td>
<td>5 (30)</td>
<td>£1,698</td>
<td>£14,735</td>
</tr>
<tr>
<td>Aug</td>
<td>6</td>
<td>4 (24)</td>
<td>3 (18)</td>
<td>£1,063</td>
<td>£11,698</td>
</tr>
<tr>
<td>Sep</td>
<td>7</td>
<td>5 (30)</td>
<td>4 (24)</td>
<td>£4,253</td>
<td>£14,951</td>
</tr>
</tbody>
</table>

   *This is the starting point of this scenario showing the data already created for June.*

   In September, 7 potential customers enquired about the company’s product (that’s good) but only 5 enquiries resulted in an order (not so good, 2 potential orders lost). The figures in brackets are the number of units ordered or sold this month. The orders this month will be the sales for next month so if another month is run with no extra costs the profit will be greater. Run another month to see.

   So now you have seen into the future, you can go back, make some changes and compare the outcomes.

   Click ‘Game’ and ‘Quit’, then reload the Driving Lesson scenario again – you’re back in June!

3. **Try making some changes to see how the software works**
   You’ve already seen in Video 2 how changing the price affects order numbers. So now change the price to improve order rates, **but instead of guessing**, consider the information below about your customers and main competitor. *Then* select a new price, run the month and compare with the results above.

   ![Engineering Companies](image1)

   **Market Size**: 1690
   **Order Frequency**: 24 months
   **Typical Price**: £490 - £540
   **Order Size**: 6

   **Preferences**: Good Performance, Above average Quality, Above average Value, Average Features

   ![Compuland](image2)

   **Reliable manufacturer of rugged systems for the engineering sector.**

   **Quality**: High
   **Performance**: Medium
   **Features**: Average
   **Style**: Below average
   **Price**: £518

   This information is taken from the Research Reports – from the menu click ‘Market Research’ or ‘Competitor Research’ and then ‘View Report’.

   **Re-loading the scenario allows you to try different options to get a feel for how the simulation works.**
4. Next. Make some more decisions... see what happens
   - Choose some Marketing Promotions to increase the number of enquiries.
   - Change the Product Design – make it really good or really bad! What’s the impact?
   - Accept a distribution contract (Menu/Sales Channels/Change sales channels/Distributor Sales)
   - Get a Bank Loan / Buy Resources / Recruit a new employee / Change your Credit Control Strategy

Changing any of these aspects will change the ‘benchmarked’ results we saw on the previous page.

5. Spend some time playing the scenario in a more realistic way
Making individual decisions is fine for getting to know the software but it doesn’t really replicate the way people run REAL businesses! So now you need to:

work to some targets / plan a number of actions for each month / implement your plans / monitor progress

AND DEAL WITH THE CONSEQUENCES OF YOUR ACTIONS
(rather than reload when things get tough!)

Challenge No.1
Easy : Re-load the Driving Lesson scenario and try to survive until the end of the calendar year.
Moderate : Aim for a Company Valuation of £36k after running 6 months.
If you must... : A team once managed Company Valuation of £128k in 6 months (not a typical result!)

The Performance Report is accessed via the Game sub-menu on the Tool Bar. Have a look to see how you’re doing as you work through each challenge.

Challenge No.2 - Re-load and aim to achieve one of the following targets
   - More than 20 enquiries per month in Oct/Nov/Dec
   - Average Profit above £2K,
   - Average Efficiency above 90%

Challenge No.3 – Re-load and try to achieve all 3 in one go for a real challenge!

There’s still lots to learn and many more actions you can take within the simulation but you should now have the basics to help you hone your skills in running a virtual business.