



# SimVenture Learning Zone Entry Level Activities *Apprentice-1*Teacher Notes

1. Research	2. Product Design	3. Pricing	4. Marketing Promotions	5. Taking Control
Learning Outcomes	Analyse the data held within the Market & Competition Reports, select a Target Segment and provide justification your choice.			Group Size 2/3/4
				Length 15mins+

### Introduce the software

If your students have never seen SimVenture before you may wish to introduce the software and explain that through the 5 Apprenticeship activities they will gain an understanding of the basics of how to run a virtual business within the game.

### Load the scenario – *Apprentice-1*

### Share the brief

Direct the students to the *Game* menu button and ask them to select *View Scenario Briefing*. The briefing explains the situation of the virtual business they are working with and outlines the tasks that they need to complete. This can be accessed at any time during the scenario for reference.

### Activity

### Background Information

Within this activity the students will simply commission some Market and Competition Research, run the month and then evaluate the information available to them before selecting a Target Segment. The activity introduces them to the the cycle of making decisions, running the month and evaluating progress which is followed throughout the game, whilst also demonstrating the principle of making informed decisions rather than using guesswork.

### Outcomes

At the end of the activity each student/group should have selected a Target Segment and should be able to give some justification for their choice. A brief discussion, centered around their decisions, will help to identify different approaches to the task.

Some students might consider one or two elements of the data to be most significant whilst others will take into consideration the whole range of data available and may even begin to identify strategies that are inferred by their choice of target segment.

The supplied resource sheet provides space to record the data, make notes and provide written observations if required.

Resources	Essential	Scenario: <i>Apprentice-1</i>	Optional	Resource Sheets: <i>A1-1</i>
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SimVenture Learning Zone  
**Introductions - SimVenture Apprenticeship**  
*Apprentice 1 – Resource Sheet 1*

Corporations			Ping Computers		Notes
Typical Price	£679-720	Market Size	Price	£708	
Preferences		439	Design Attributes		
Extreme Features		Order Frequency	Quality	68	
Good Quality		13 mths	Performance	63	
Good Style		Order Size	Features	83	
Above Av. Performance		11	Style	72	
Engineering Companies			Compuland		Notes
Typical Price		Market Size	Price		
Preferences			Design Attributes		
		Order Frequency	Quality		
			Performance		
		Order Size	Features		
			Style		
Solo Businesses			Everyday IT		Notes
Typical Price		Market Size	Price		
Preferences			Design Attributes		
		Order Frequency	Quality		
			Performance		
		Order Size	Features		
			Style		
Service Companies			Datastore		Notes
Typical Price		Market Size	Price		
Preferences			Design Attributes		
		Order Frequency	Quality		
			Performance		
		Order Size	Features		
			Style		
ICT Businesses			Gearing Brothers		Notes
Typical Price		Market Size	Price		
Preferences			Design Attributes		
		Order Frequency	Quality		
			Performance		
		Order Size	Features		
			Style		
Professional Services			Parry Systems		Notes
Typical Price		Market Size	Price		
Preferences			Design Attributes		
		Order Frequency	Quality		
			Performance		
		Order Size	Features		
			Style		

Use the reverse of this sheet to record which of the Target Segments you have chosen and why.