

GLOBAL BUSINESS SIMULATIONS



www.cesim.com - Cesim - global on-line business simulations



TRAINING FOR CREATING BUSINESS PLANS AND MANAGING COMPANIES

*Advance your managerial competencies
- Through practice to profit -*

Cesim is used in more than 55 countries



Long-term collaboration example : London Business School and Louigi Bocconi use Cesim as platform for students training of business plans making.



Cesim in brief...

1. Cesim enables to you to create business plans based on case studies
2. Participants after each round get insight in other participants' decisions!!
3. Every decisions making represents one round. On the average 60 to 90 decisions is made during a round
4. Operation on Cesim platform represents practice in which the participant is acquainted with effects of all business decisions during plans preparation, realization and results reflected both on his own company as well as market impact

5. All participants have identical business plan format and system reporting. There is no need for additional tables.
6. All participants get Cesim certificate

Description

1. Professors and experts from worldwide companies participated in all simulations creation
2. Cesim modules are made in that way to represent true simulation of real business case study of an company
3. Cesim modules are daily used on over 55 worldwide markets
4. Almost all business types are covered

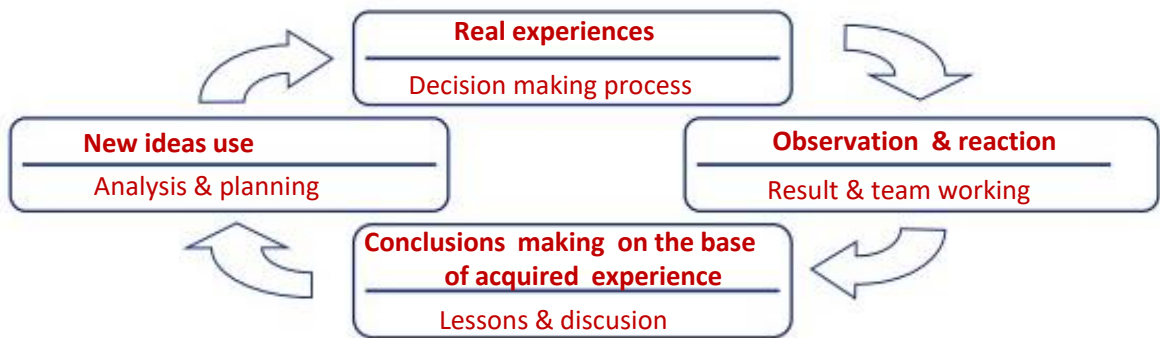
What is Cesim on-line business simulation?

Cesim modules of case studies allow that participant solve business case study on web platform. Thereby the company „have no real losses“. „**Closed system of practice**“ is used

Cesim modules of case studies contain document which represents business challenge. At simulation beginning the same business parameters are assigned in advance , that the participant change later on the base of his „business decisions“

After each change round participant automatically gets from 20 to 40 various reports and analyses displaying the current market position

Run flow on platform:



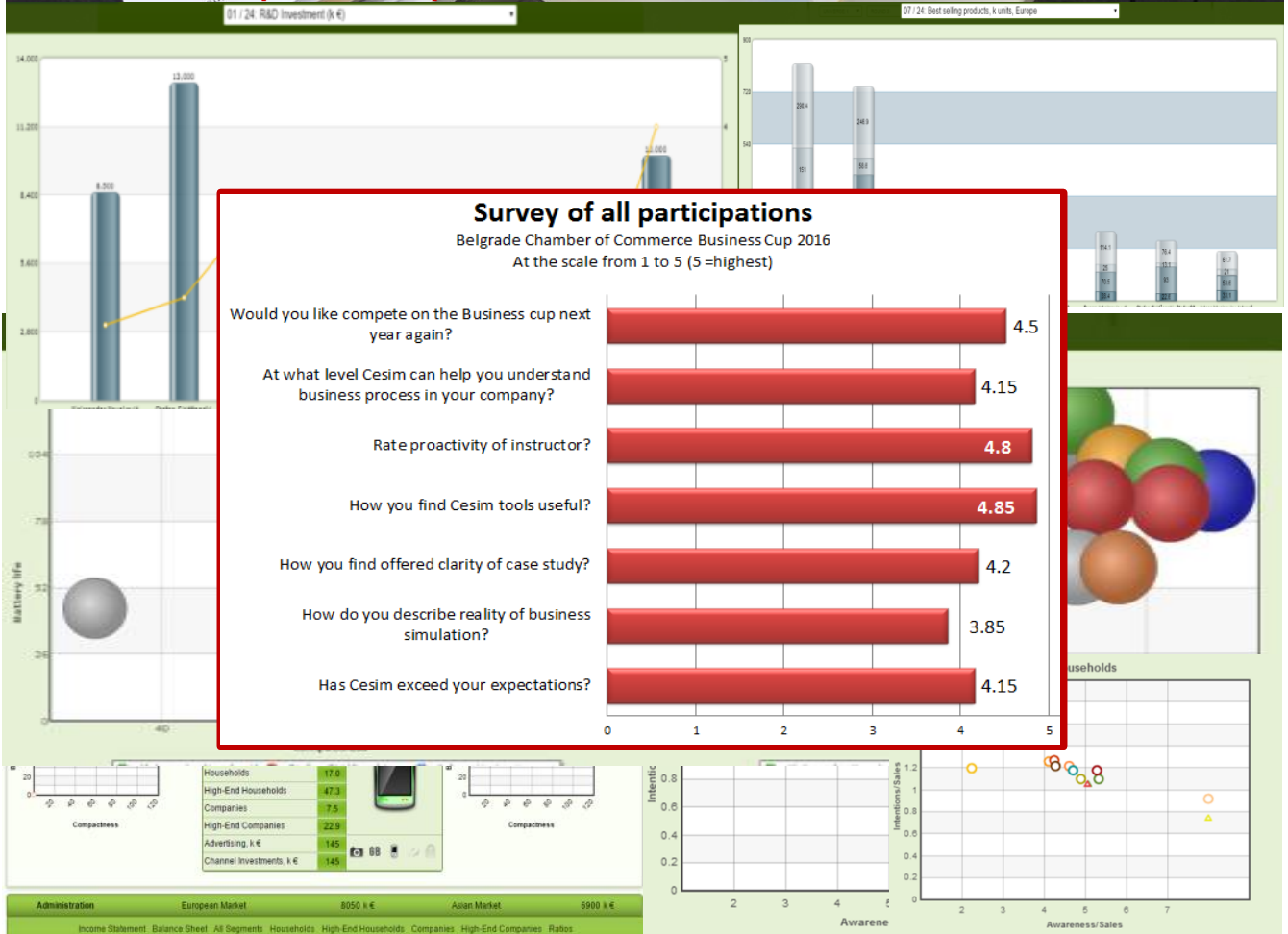
Cesim platform characteristics

- **Adaptability:** according to contemporary business needs
- **Selectivity:** tailoring to modulus needs
- **Compatibility :** connection to all systems as well as iPad
- **Platform Format :** there is no need for software installation or IT assistance
- **Simulations reality:** All developed simulations represent true situation of an company operation
- **Multilingual:** Simulations are translated to local languages
- **Competitivity:** Teams, companies, groups, individuals start competition under same conditions
- **Intuitive:** User interface is learned easily
- **Flexible :** Easy scheduling and distribution of learning materials among each other with instructor and students
- **Measurable:** Detailed analysis and comparison according to various parameters for all participants
- **Accountability:** Built-in tools for material presentation with concrete examples

Organization position	Activity	Cesim solution
Senior managers and directors	Ideas creation & growth trend proposal	Correction "input-output" strategic deliberation Realistic foresight of income and outgoings
Directors Middle management Project managers Finances Future leaders Logistics, Export , Supervisors	Represent own view of situation analysis , propose ideas for further development Development, implentation & operative business strategy	Effective allocation of budget and human resources Strategies and action plans identification Price decisions Profitability of products and customers Key words in financial reports Corporate perspective offering for all decisions
Managers, Manager assistants	Comprehension of business process & factors impacting to company performances	The basics of business strategy, financial concept Company financial results , how are achieved, including financial reports reading Comprehension of facts not related to finances impact



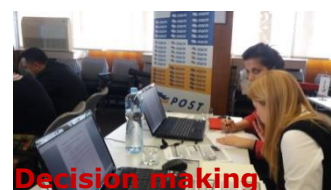
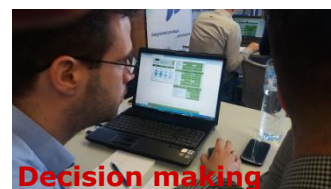
Cesim creates reports for any market





What say customers about Cesim experience:

- „After this experience I can start my company“
- „Incredibly, how I competed with my colleagues“
- „I made three business plans for one day“
- „Most exciting part is mutual analysis of results after each year“
- „Splendid experience! We, colleagues and me, analysed various strategies first time “
- „I will now create better and more precise business plan...”



Examples of Cesim platform use

- Preparation for business planning
- Development and implementation of company business planning techniques
- Theory representation on the base of made decisions
- Discussion of all participants about results of one business year
- Individual or team presentation of made decisions
- Competition analysis - decisions not made by participant
- Possible scenarios of company development proposal...



Training participants



Discussion for every decision



Individual and team decisions



Analysis of case study



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See video from PKB business cup:

<http://www.smarttarget.rs/atmosfera-sa-cesim-pkb-kupa-2016/>

