

# Cesim by Celemi Virtual Classroom Solutions



Cesim Business Simulations illuminate business challenges and business concepts in a fictitious environment where teams compete against each other. In the The **Cesim by Celemi** concept assumptions, decisions and learning points are linked to the participants' real-life business challenges. This inspires them to use their new insights and learnings in their daily work.



## **Cesim Firm by Celemi**

**1-3 days**

- Competitive team experience managing a multi-national company
- Multiple decisions on production, pricing, marketing, financing etc
- Financial outcomes of decisions displayed in key performance ratios
- Debrief collaborative decisions to thread the experience to client conditions



## **Cesim Retail by Celemi**

**1-3 days**

- Competitive team experience managing a retail business
- Multiple decisions such as; store layout, operating hours and pricing
- Financial outcomes of decisions displayed in key performance ratios
- Debrief collaborative decisions to thread the experience to client conditions



## **Cesim Global Challenge by Celemi**

**1-3 days**

- Better understanding of the complexity of global business operations
- A range of concepts from various management-related disciplines
- The ultimate success indicator is the return to the shareholders
- Global market and production strategies



## **Cesim Marketing by Celemi**

**1-3 days**

- Competitive team experience managing a sales & marketing organization
- Analysis of market conditions to set strategy
- Covers topics from market segmentation to after sales services
- Debrief collaborative decisions to thread the experience to client conditions