

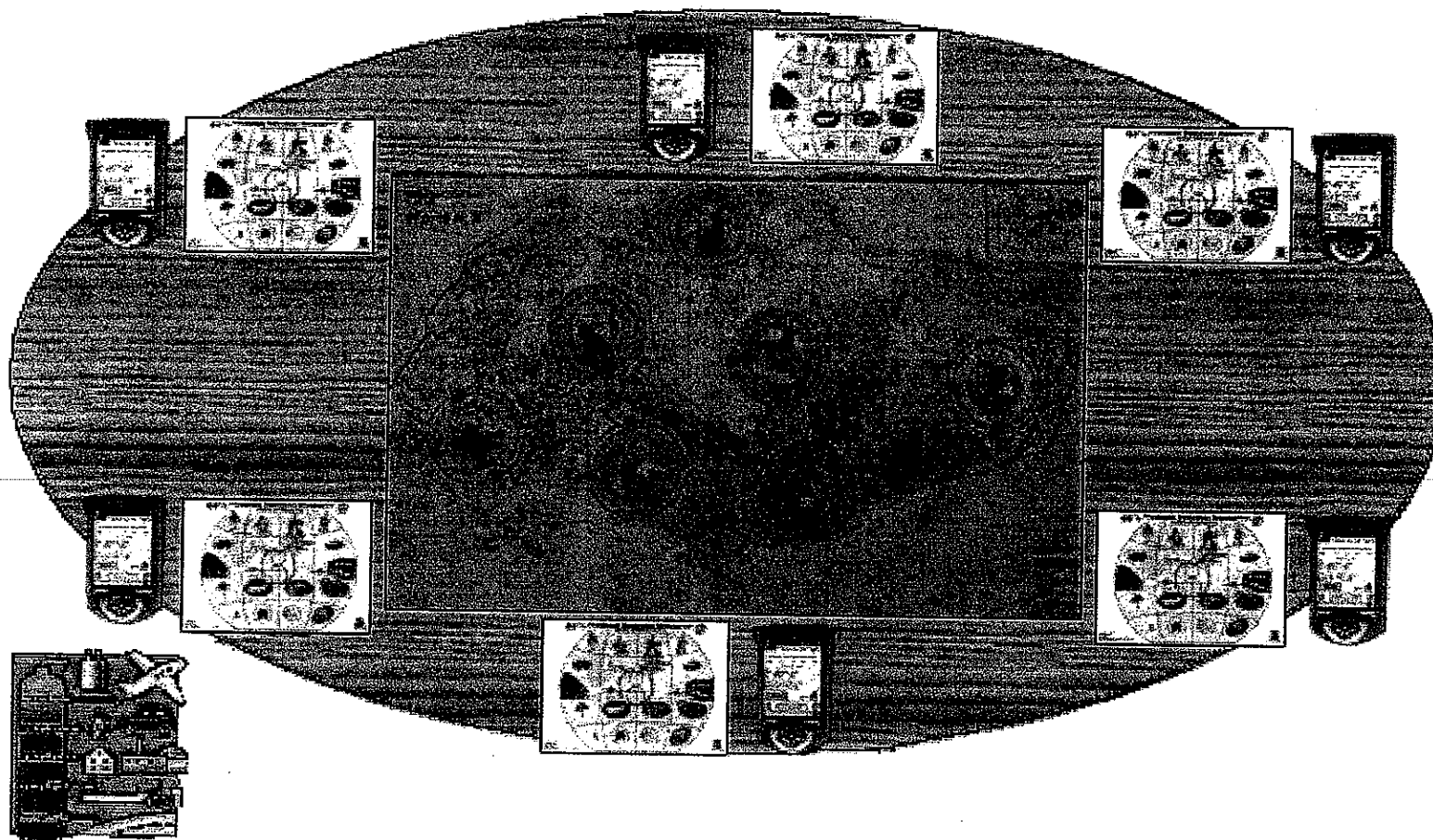


FIGURE 1



Head Office: 342 Ang Mo Kio Avenue 1 #02-1563 Singapore 560342
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 Tel: 6553 0038 Fax: 6553 0036



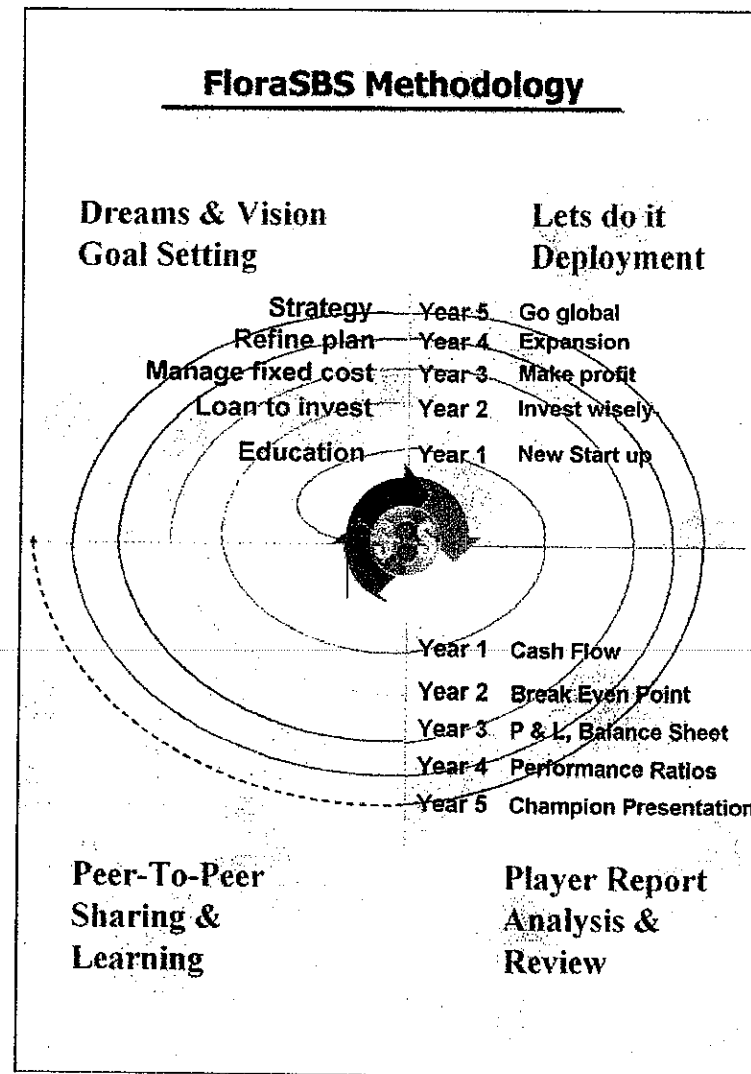


FIGURE 2



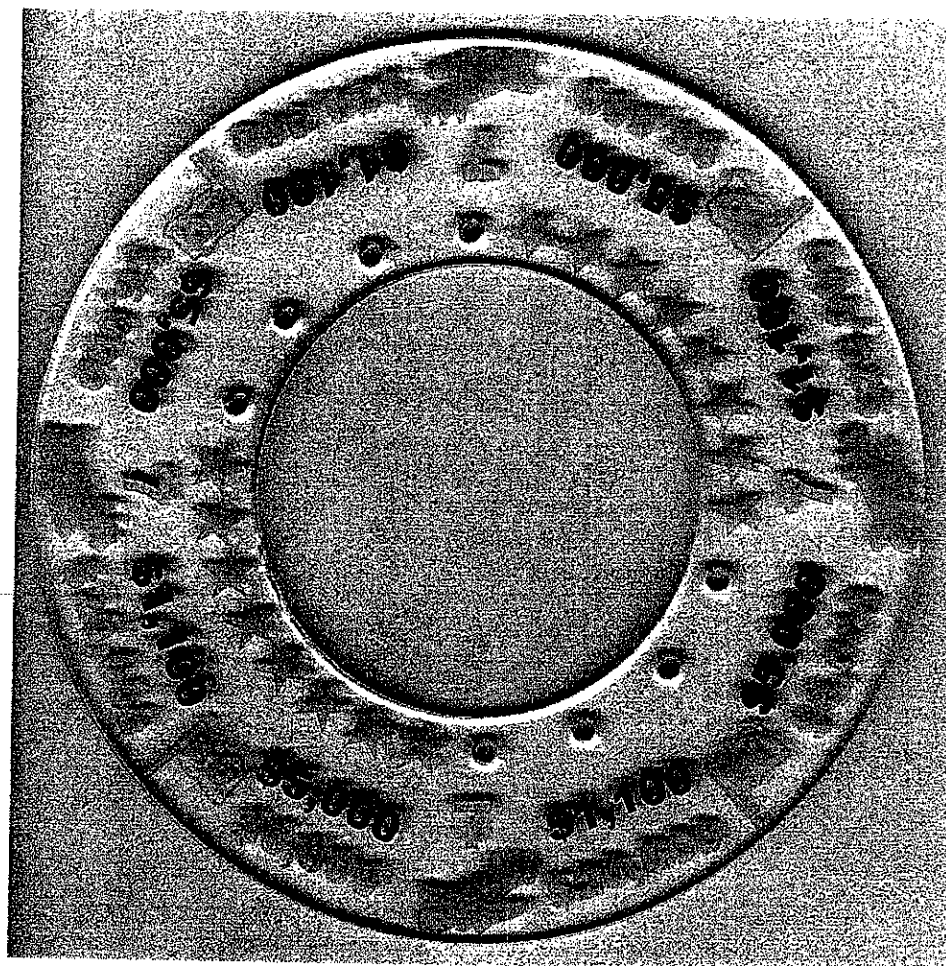


FIGURE 3A



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FloraSB5


11:25

ok


CEOne Pte Ltd



Strategic Business Simulation

☒ 1
☐ 2
☐ 3
☐ 4
☐ 5

Event Id : 2051

Title

Surname

Name

Mr. ▾

TEO

BH

Enter your company name

BLUE SKY PTE LTD

Menu

Exit 


Copyright (c) Singapore
Flora Computer Services


FIGURE 4A




FloraSBS
2:55
ok


CEOne Pte Ltd

商业决策模拟

☒ 1
 ☐ 2
 ☐ 3
 ☐ 4
 ☐ 5

Event Id : 116

称谓 姓名

Mr.  RENJIE

请输入公司名

JEREMY

菜单
Exit



版权所有(c)新加坡
弗洛拉电脑公司


FIGURE 4B



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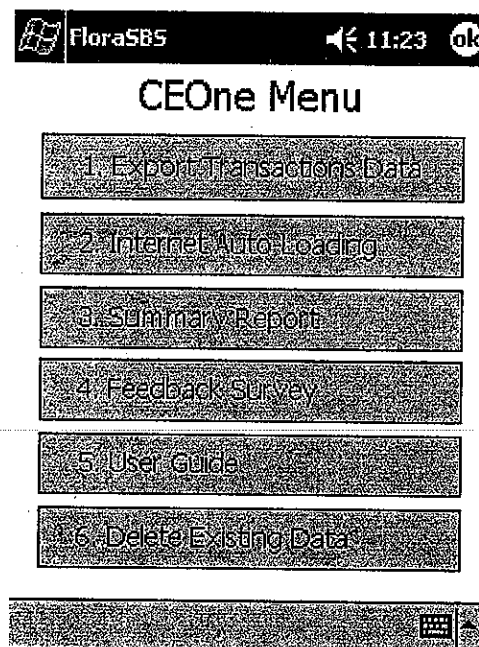


FIGURE 4C



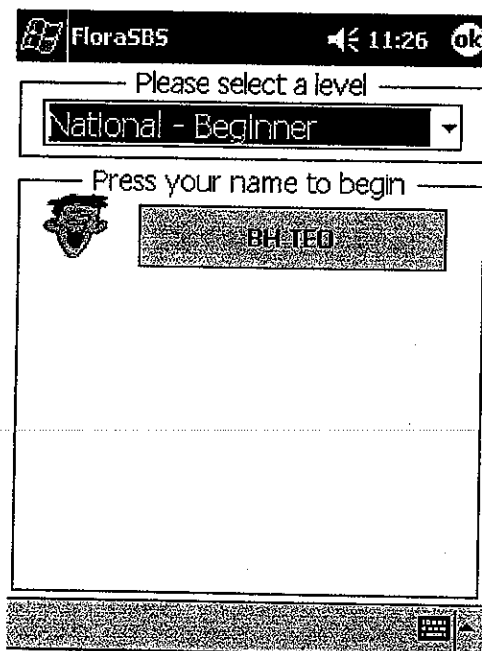


FIGURE 4D



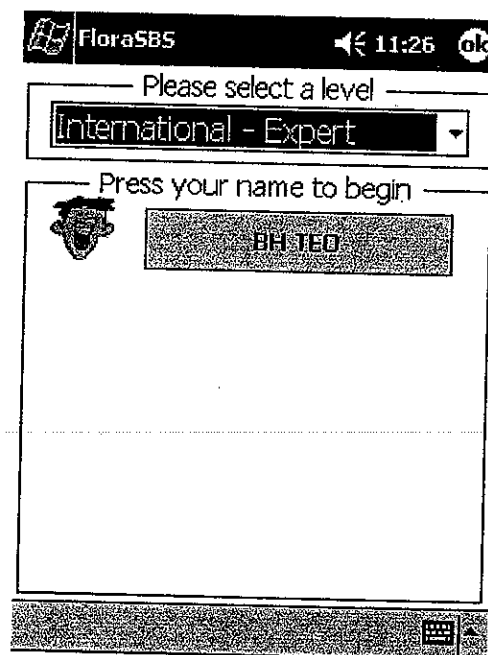


FIGURE 4E



FloraSBS 1:42 ok

\$ Resources @ Actions ? Decisions

Capital from Saving/Inheritance ▾

Quantity : 0

Value('000) : 50.0

Total : \$50,000.00

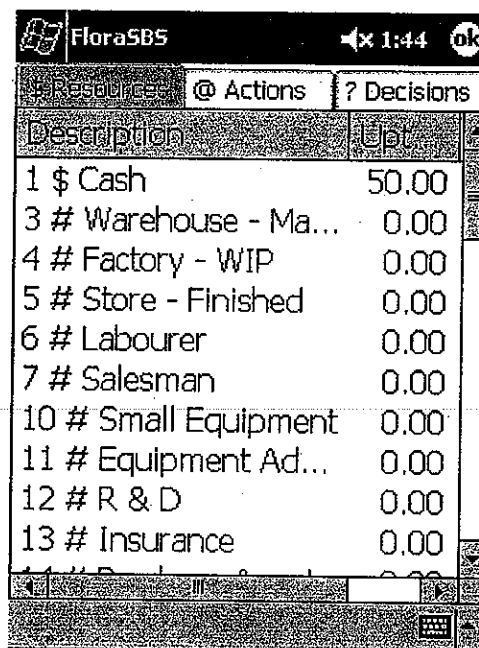
Cash Balance : \$0.00

0	1	2	3
4	5	6	7
	8	9	← →

⌨

FIGURE 5A



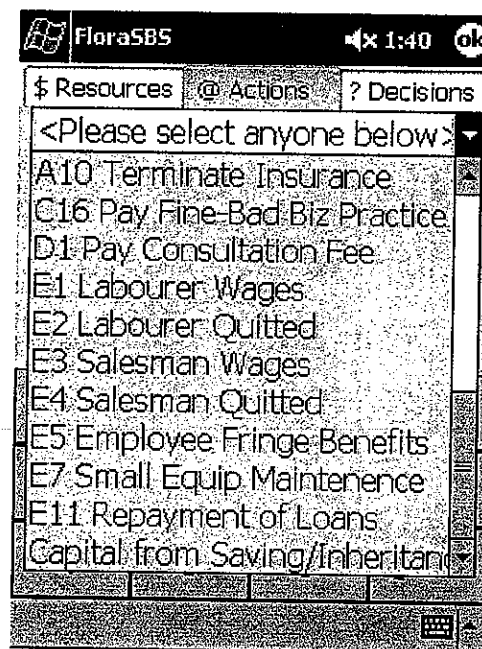
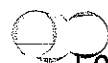


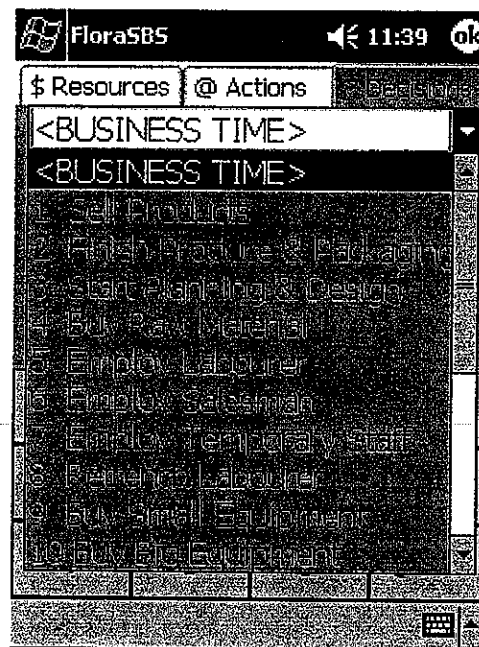
The screenshot shows a window titled 'FloraSBS' with a volume icon and '1:44' in the title bar. Below the title bar are three tabs: 'Resources', '@ Actions', and '? Decisions'. The 'Resources' tab is active, displaying a table with two columns: 'Description' and 'Unit'. The table lists various resources with their respective units and values.

Description	Unit
1 \$ Cash	50.00
3 # Warehouse - Ma...	0.00
4 # Factory - WIP	0.00
5 # Store - Finished	0.00
6 # Labourer	0.00
7 # Salesman	0.00
10 # Small Equipment	0.00
11 # Equipment Ad...	0.00
12 # R & D	0.00
13 # Insurance	0.00
14 # R & D	0.00

FIGURE 5B

**FIGURE 6A**

**FIGURE 6B**

**FIGURE 7A**

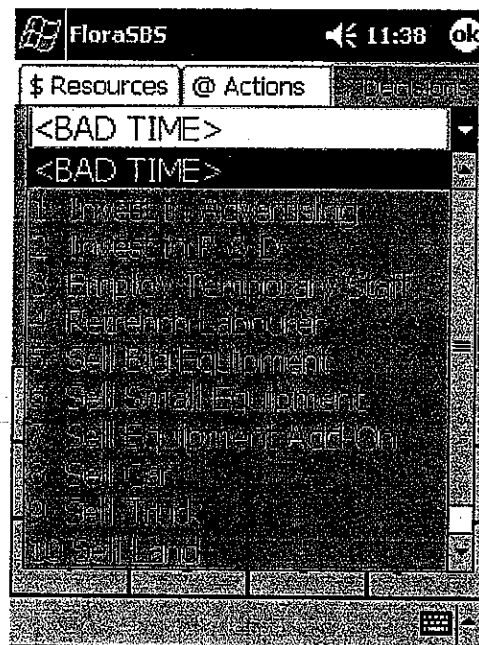
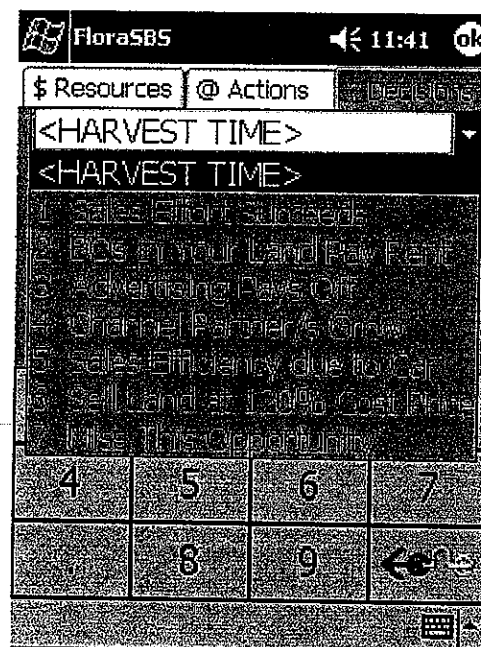
**FIGURE 7B**



FIGURE 7C



**FIGURE 7D**

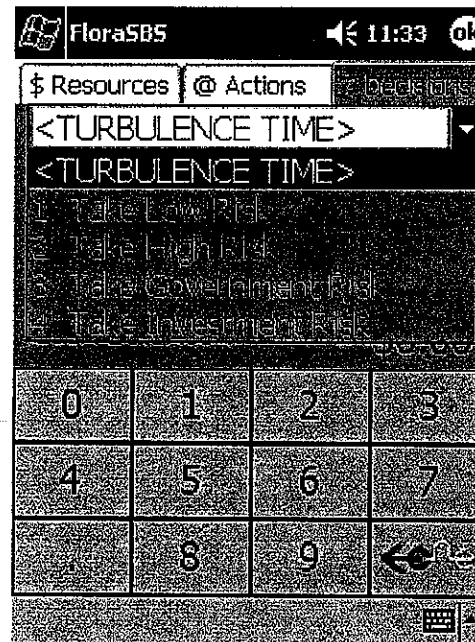
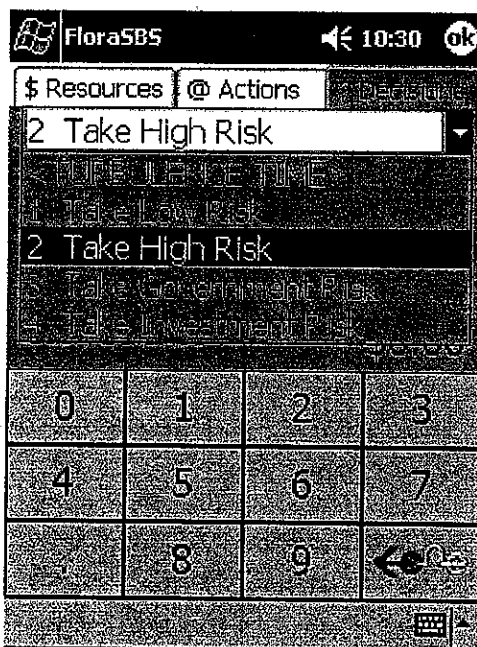


FIGURE 7E



**FIGURE 8A**

FloraSBS 2:04 ok

\$ Resources @ Actions

2 Take High Risk

Quantity: 0

Value (000): 0.0

Total: \$0.00

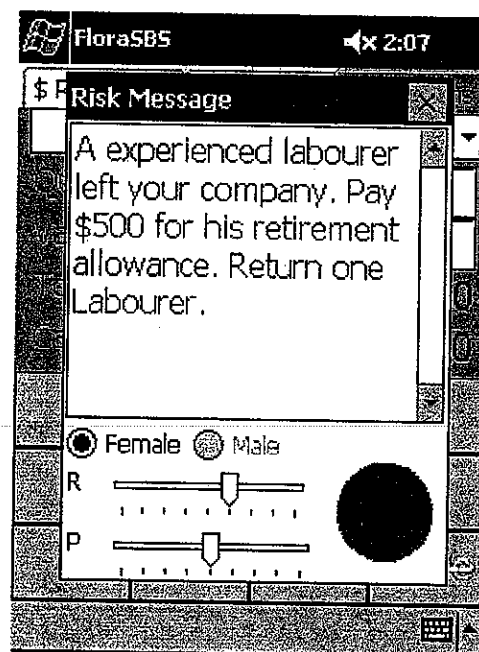
Cash Balance: \$45,100.00

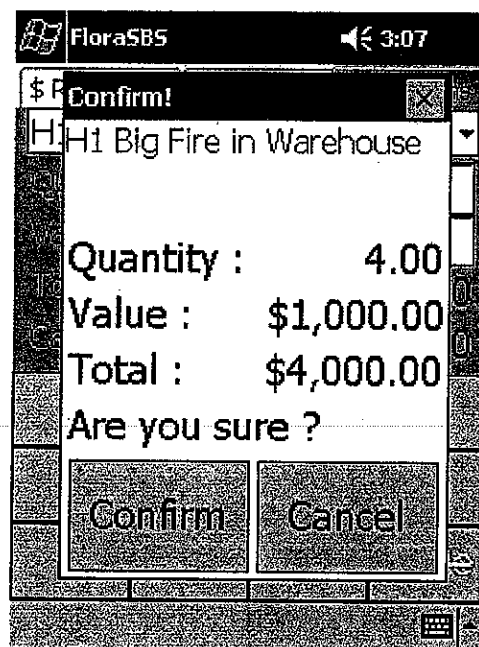
0	1	2	3
4	5	6	7
.	8	9	←

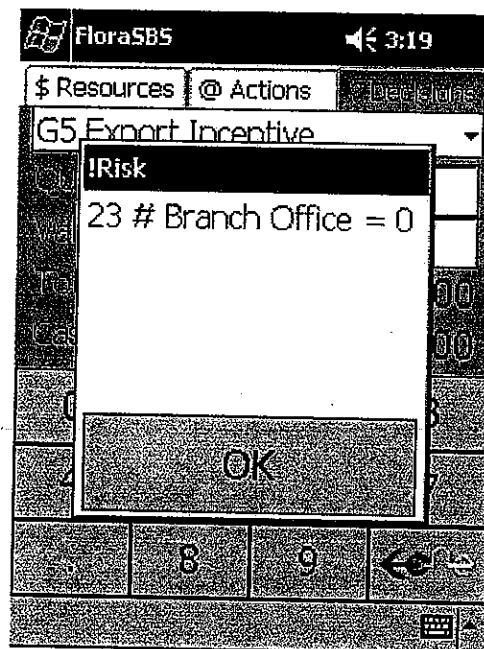
FIGURE 8B

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**FIGURE 9**

**FIGURE 10**

**FIGURE 11**

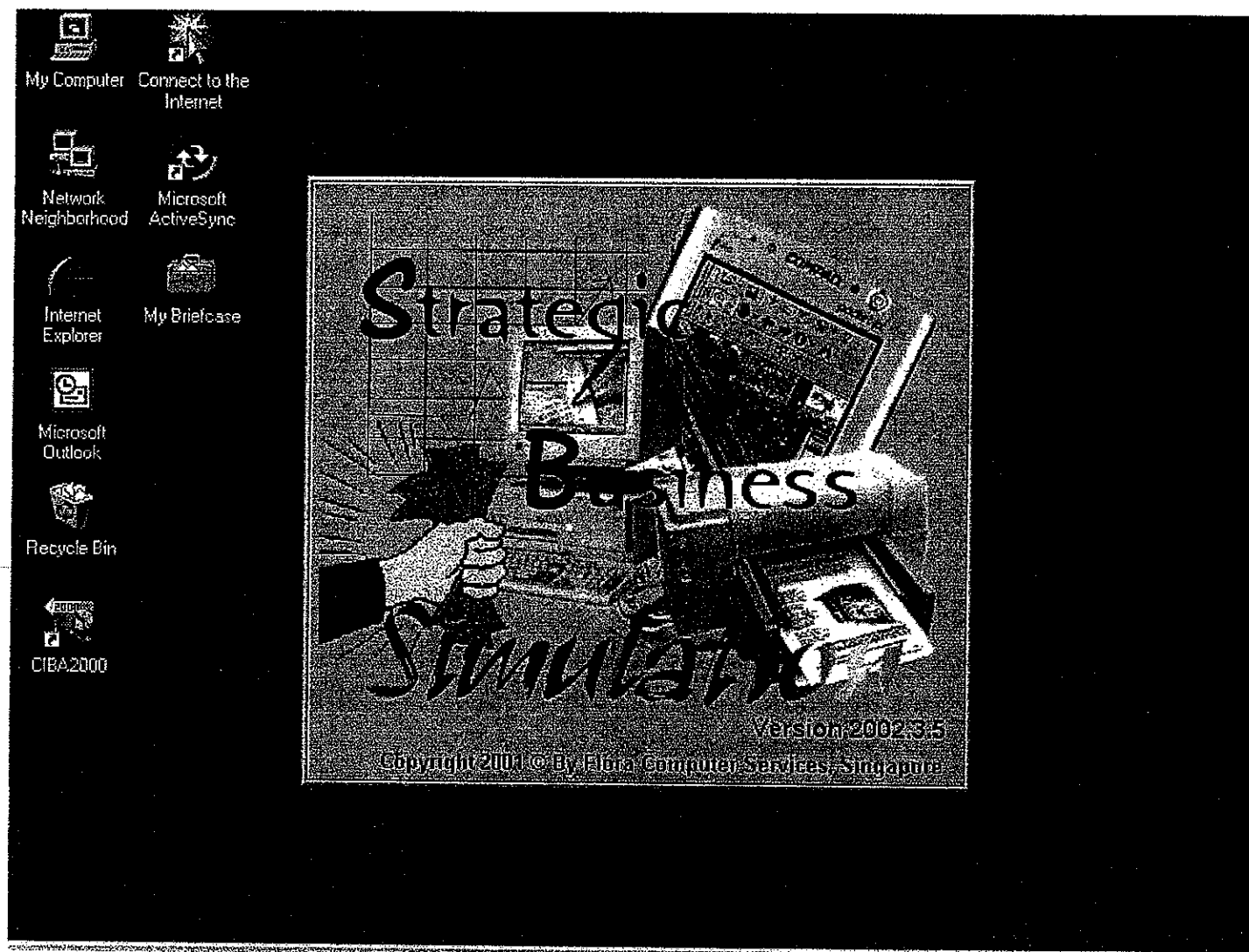


FIGURE 12



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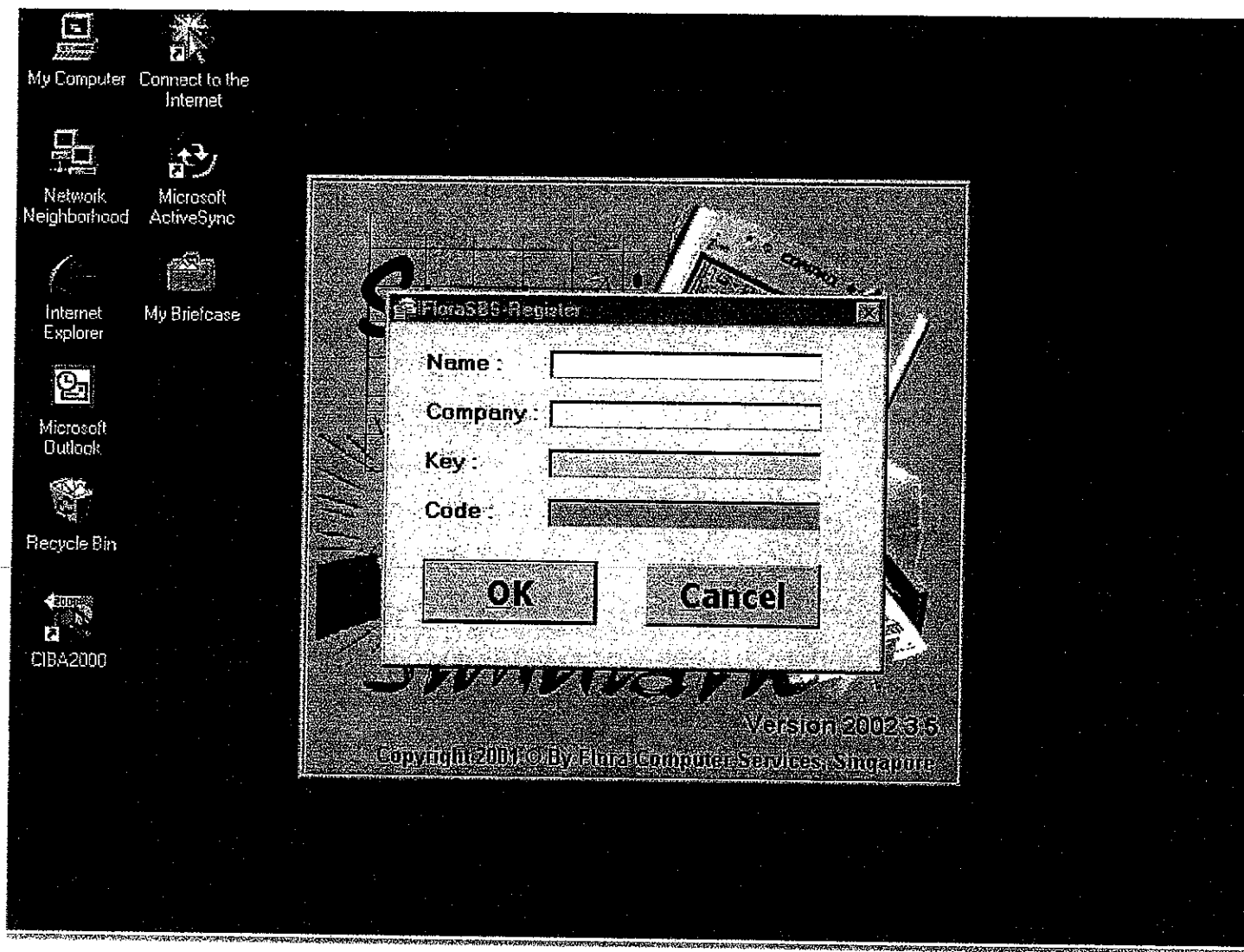


FIGURE 13



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 Training Centre: 809 French Road #07-156 Singapore 200809
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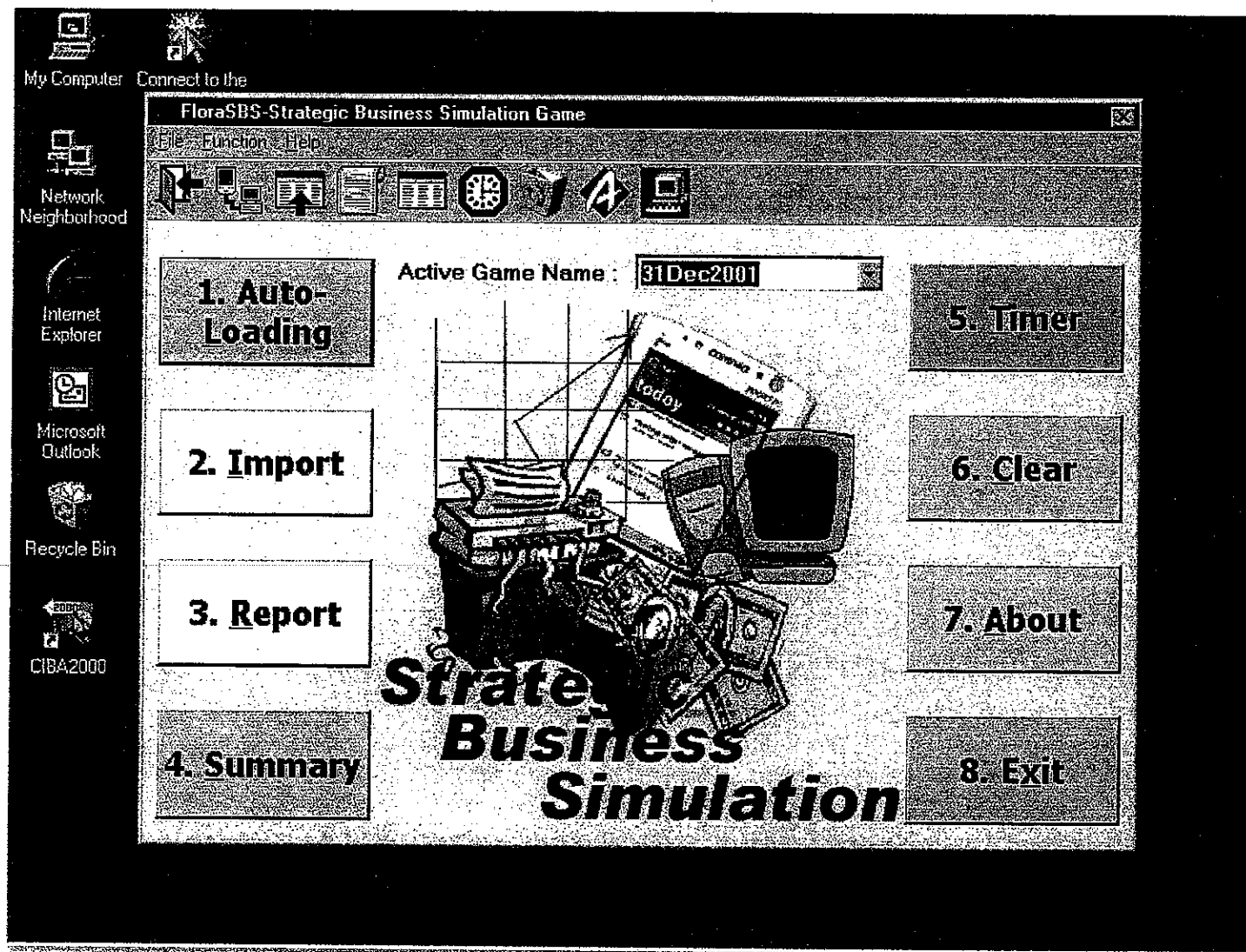


FIGURE 14



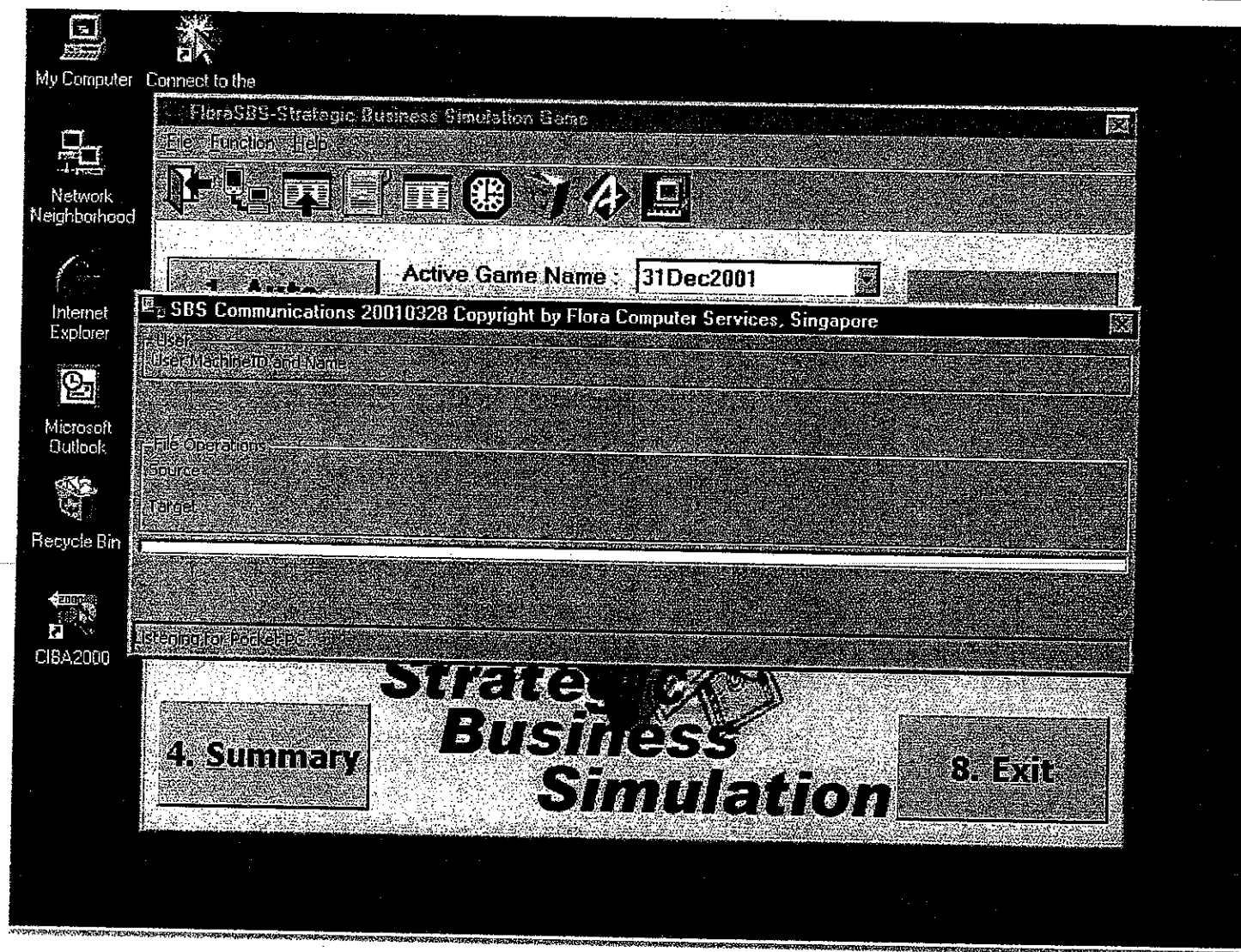


FIGURE 15



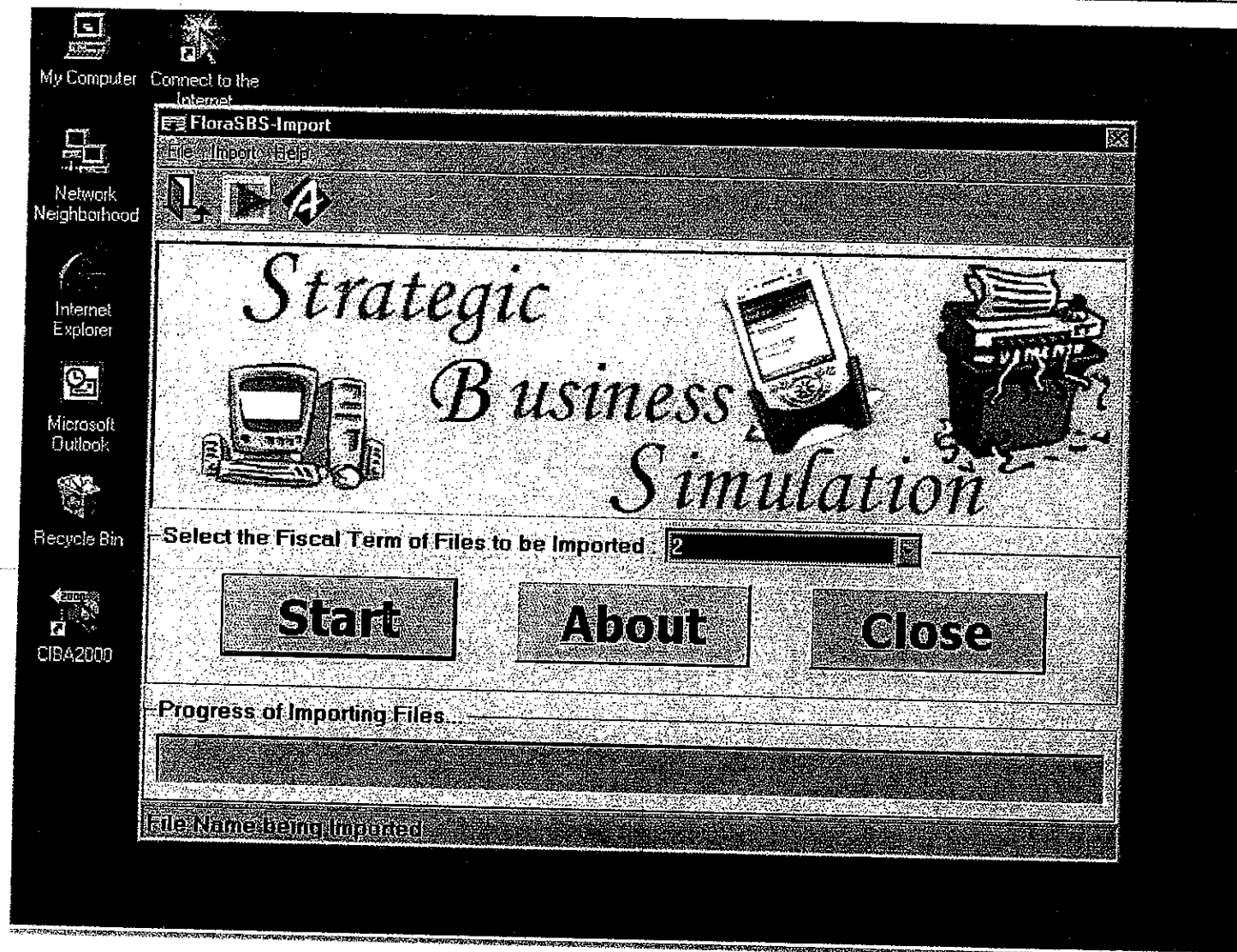


FIGURE 16



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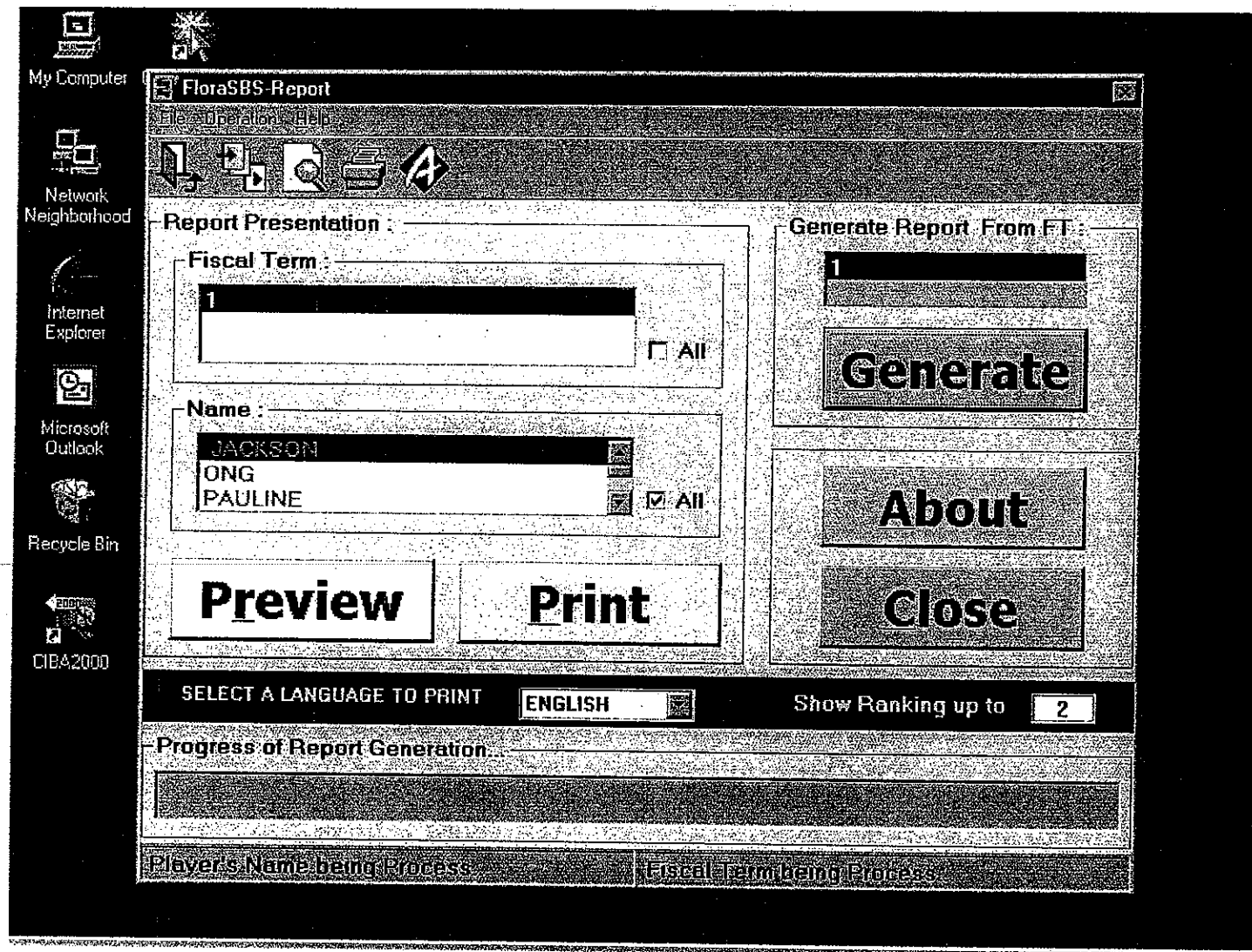


FIGURE 17



FloraSBS-Summary

File Help

Choose the Fiscal Term: Choose the Name:

☐ Different Players Same F.T.
 ☐ Different F.T. same Name
 ☐ 5 Years Comparison Tables

Click on any Header to show Comparison table. Double click to show DE Graph. If no record selected.

Name	FY	Equity	Market Share	Growth	Variable Ratio	Margin Ratio	Fixed Cost Ratio	Profit to Sales Ratio	BEPP Ratio	Turnover	Total
JACKSON	1	11,700.00	15.38%	100.00%	54.05%	45.95%	102.03%	-56.08%	222.06%	4	\$14
ONG	1	4,885.71	19.23%	100.00%	43.51%	56.49%	105.91%	-49.42%	187.47%	5	\$22
PAULINE	1	10,836.36	19.23%	100.00%	52.14%	47.86%	101.76%	-53.90%	212.63%	5	\$17
RAY	1	2,300.00	7.69%	100.00%	47.44%	52.56%	398.72%	-346.15%	758.54%	2	\$7
THAM	1	50,083.45	26.92%	100.00%	40.29%	59.71%	59.09%	0.62%	98.96%	7	\$30
WOLF	1	83,000.00	11.54%	100.00%	57.89%	42.11%	148.25%	-106.14%	352.08%	3	\$11

FIGURE 18



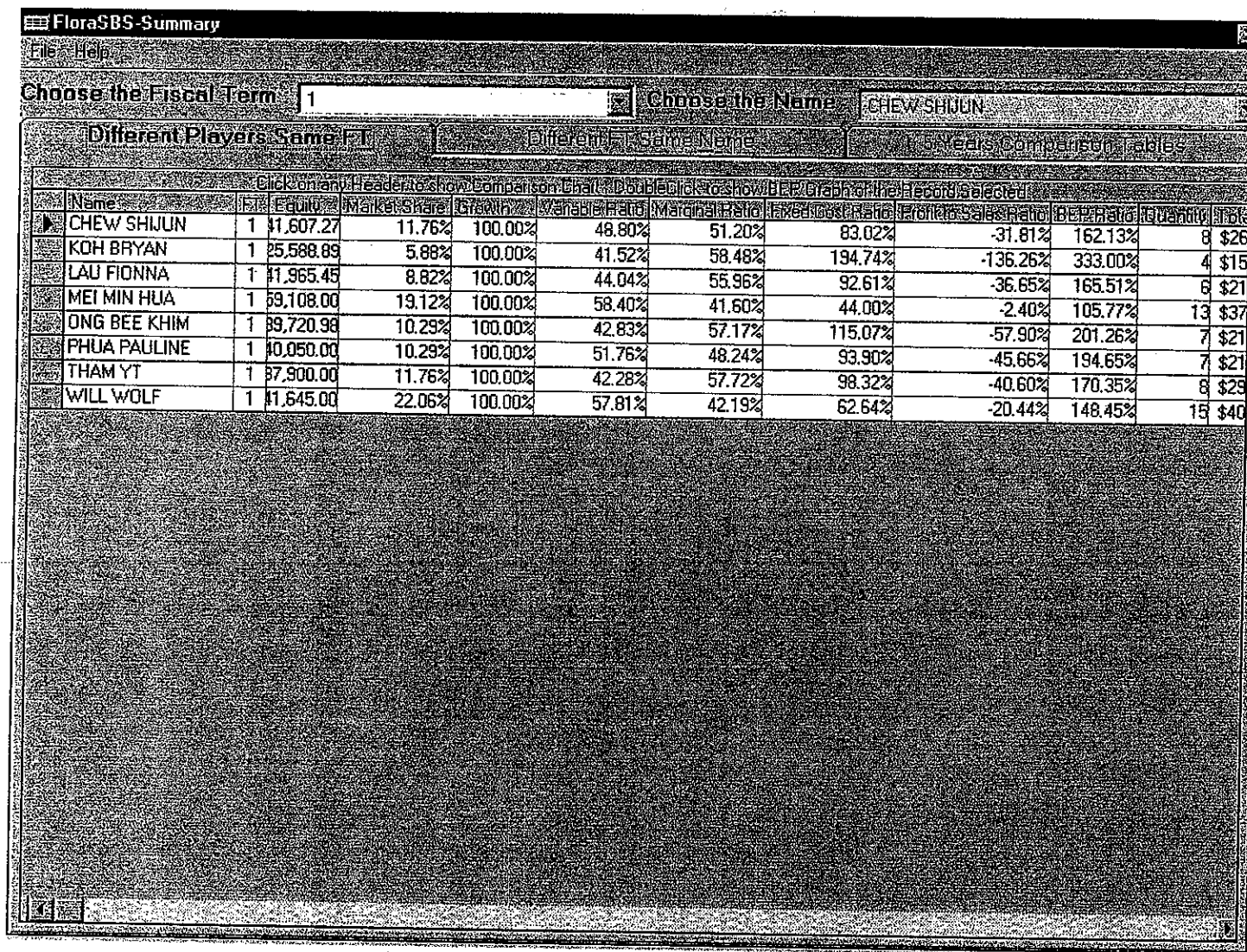


FIGURE 19



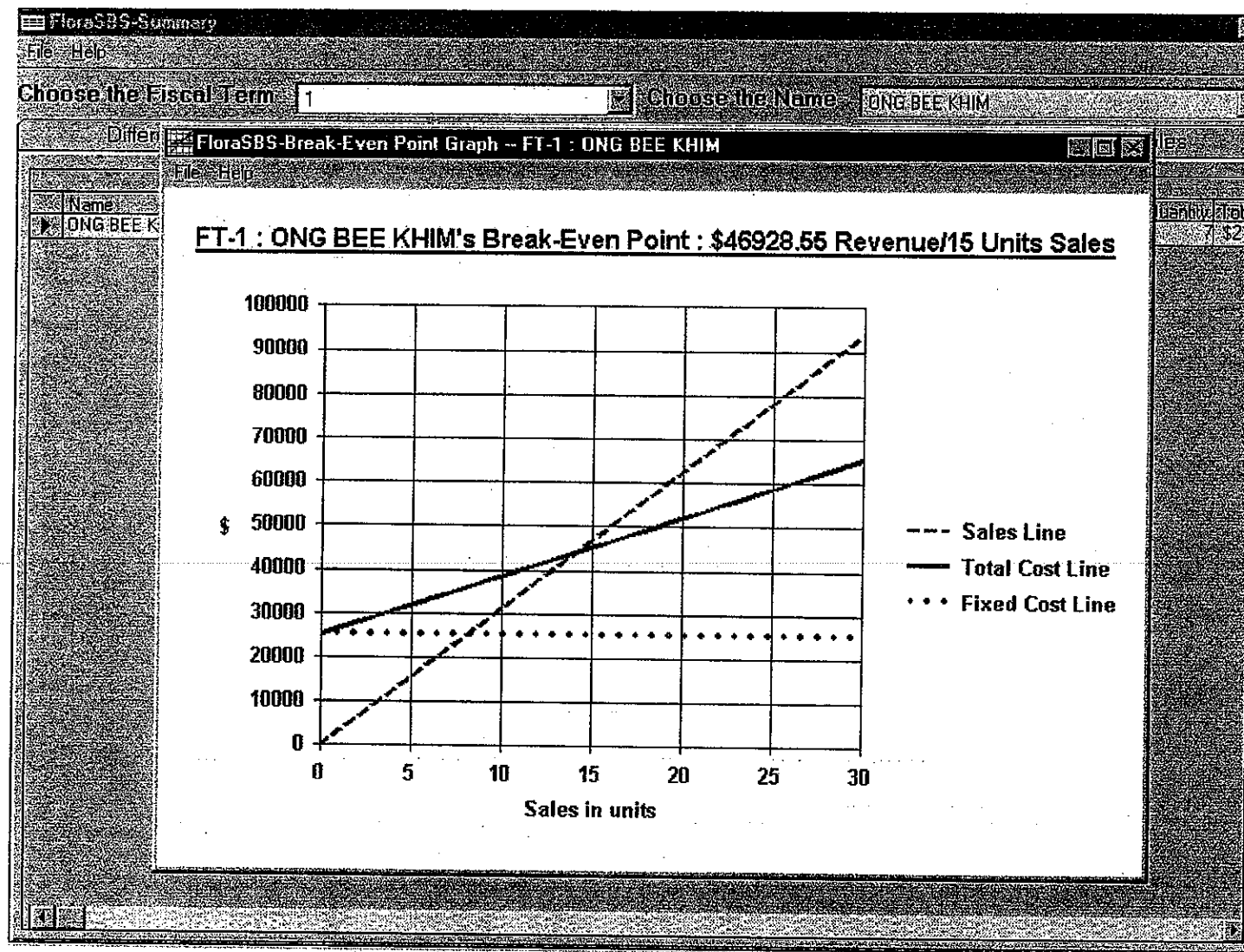


FIGURE 20



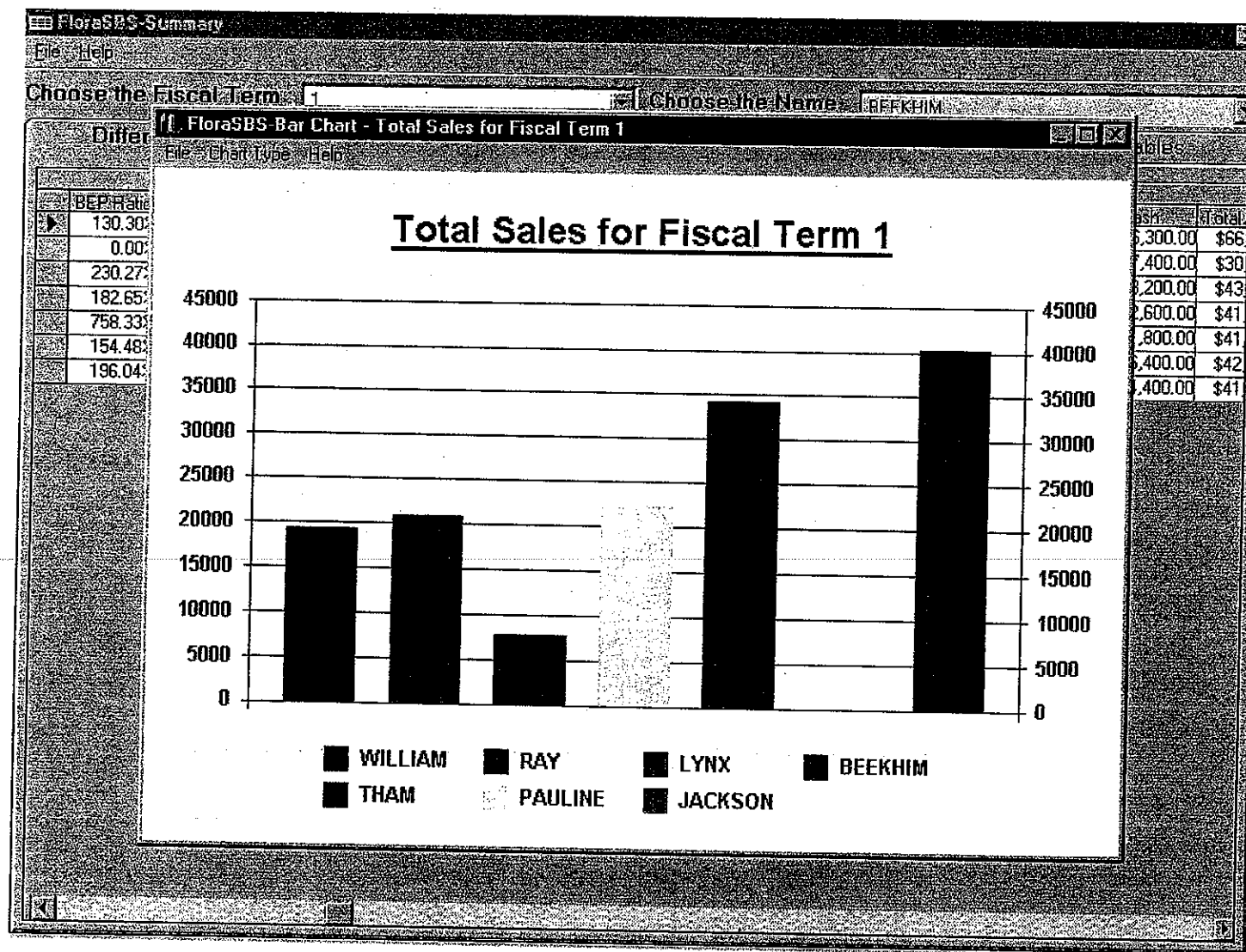


FIGURE 21



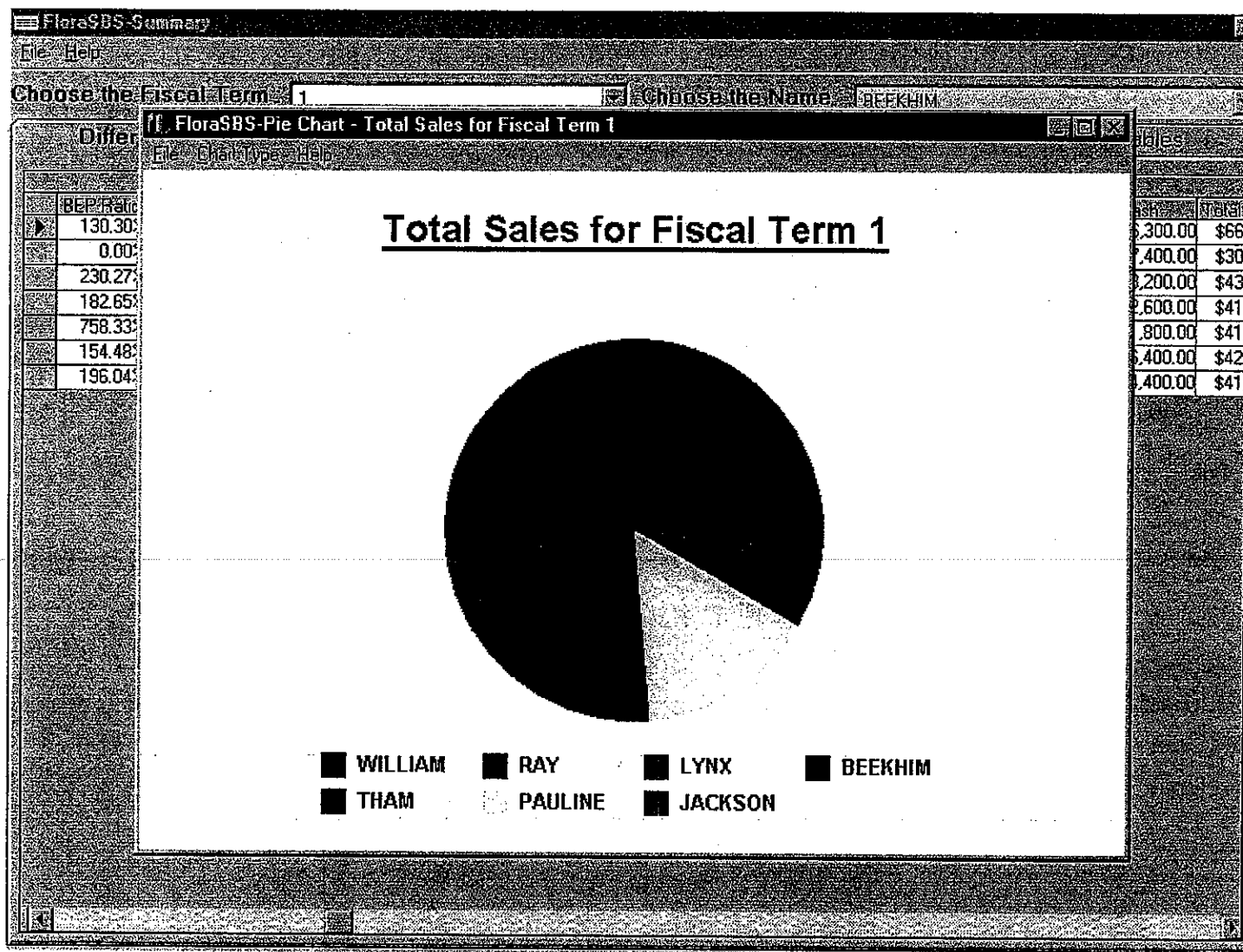


FIGURE 22



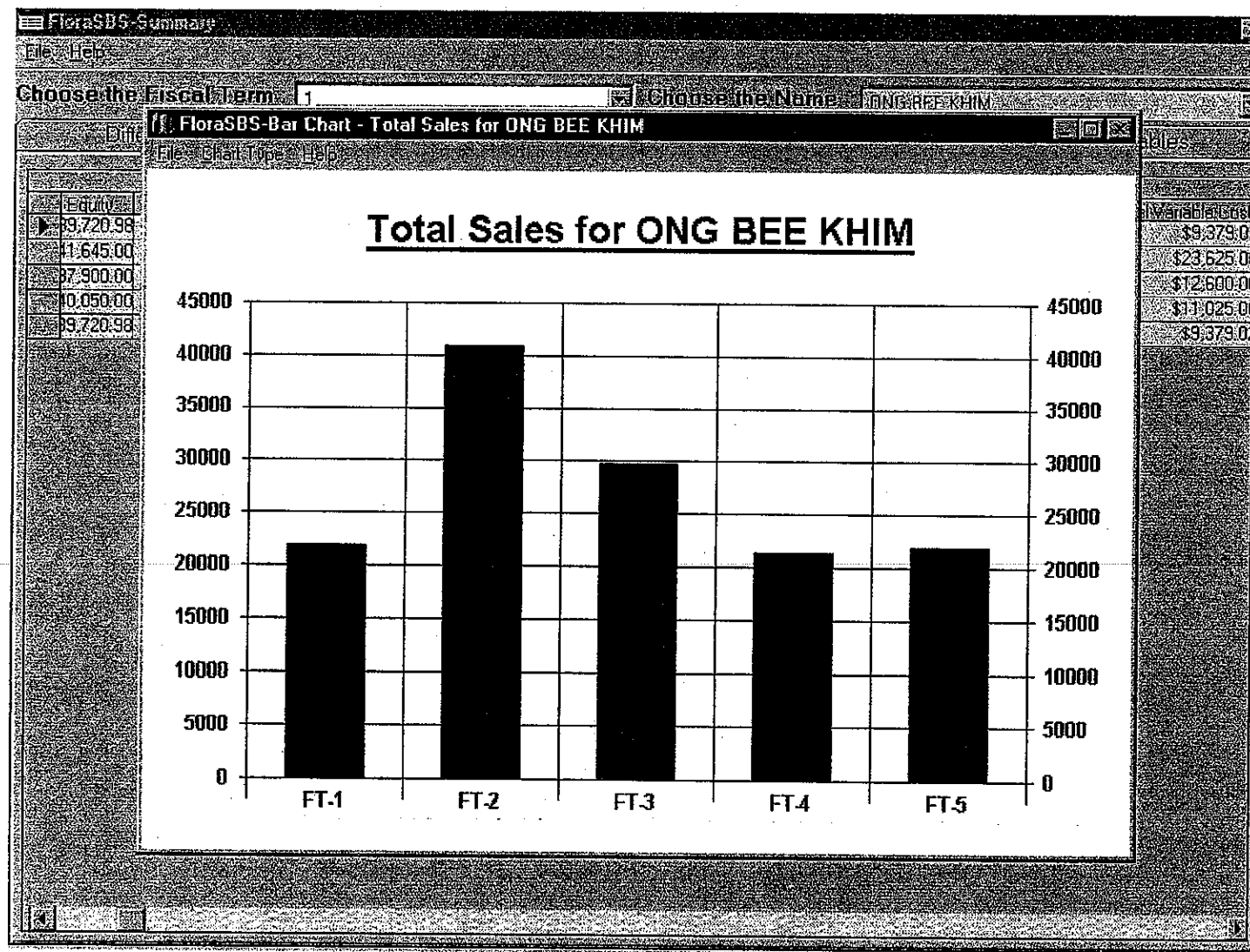


FIGURE 23



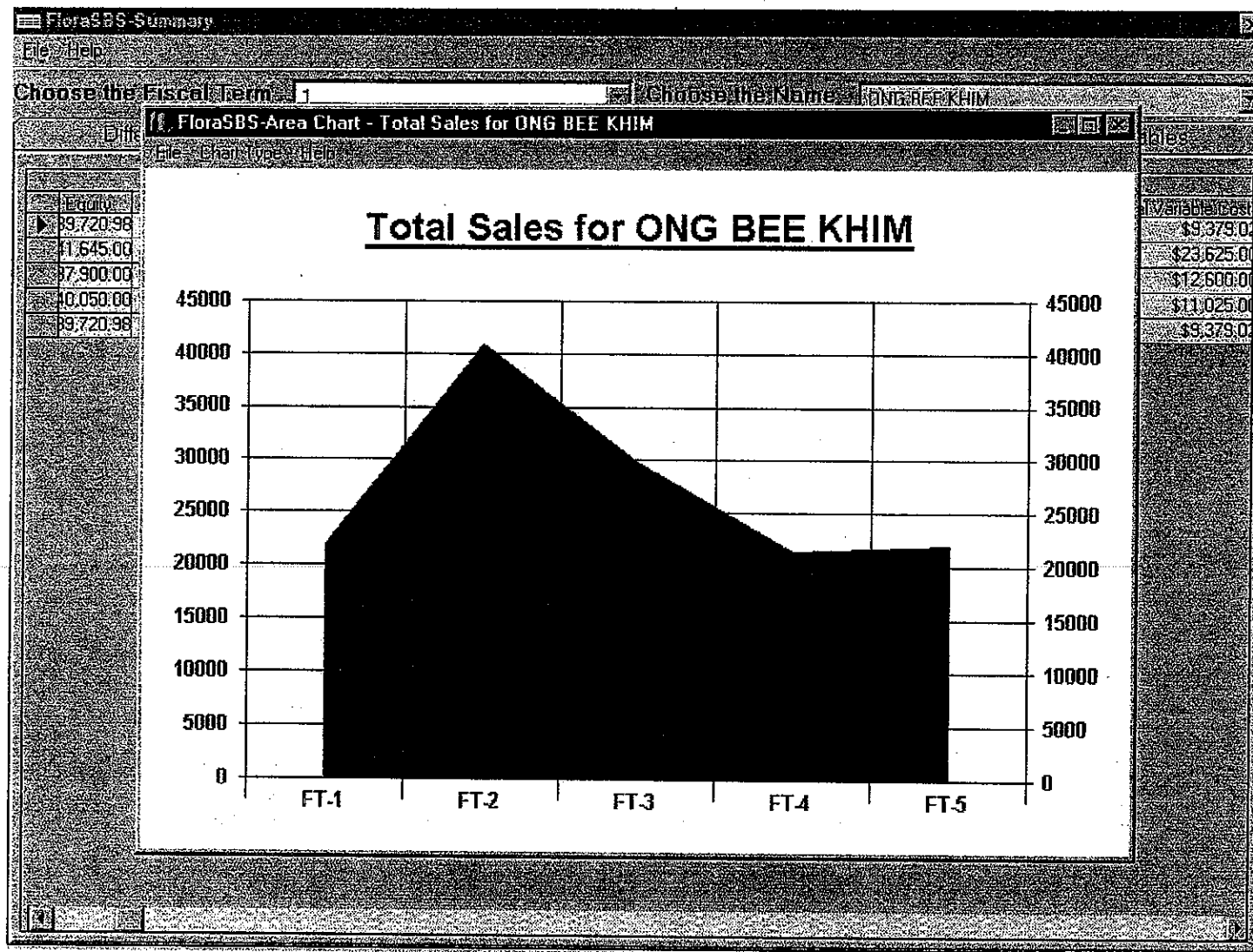


FIGURE 24



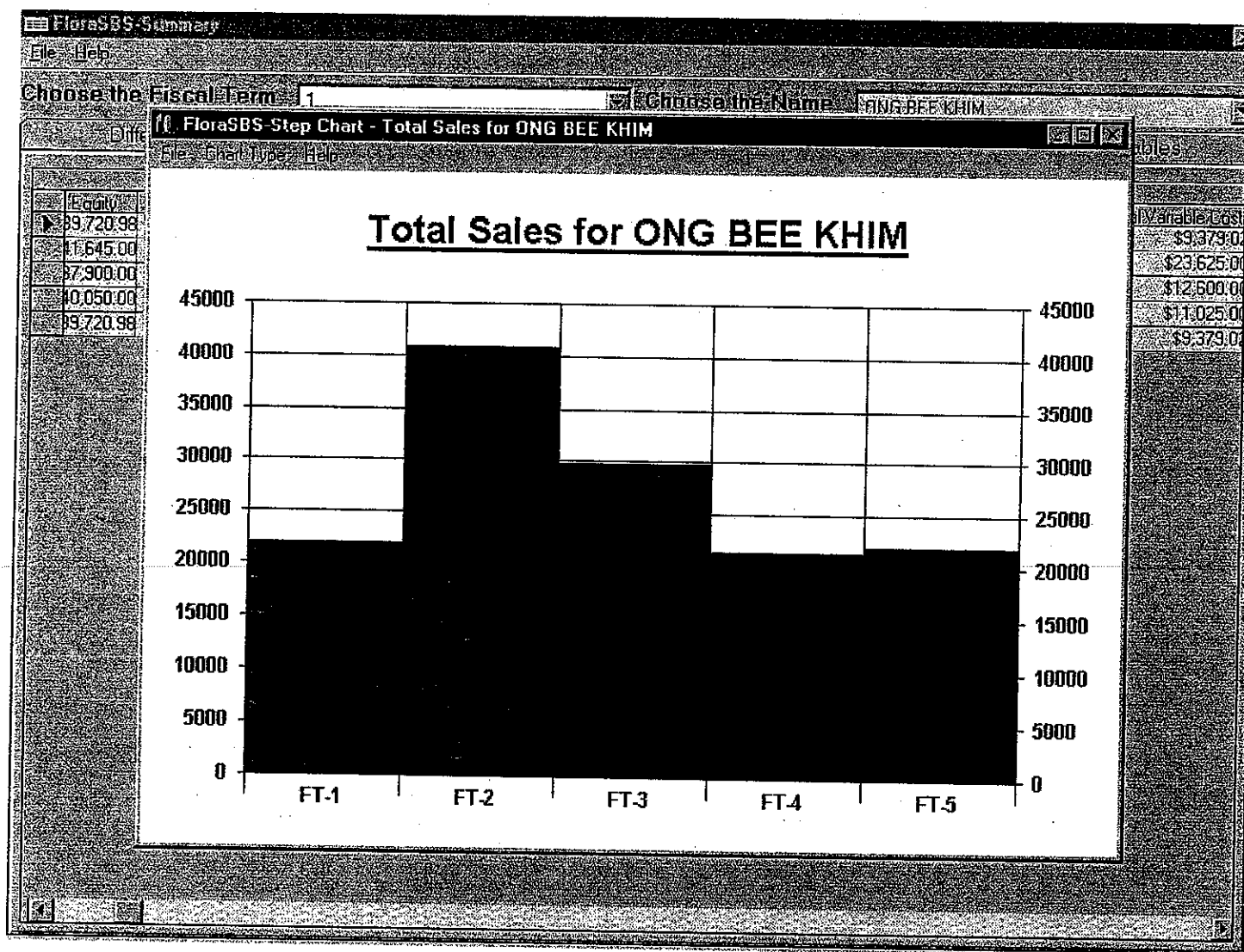


FIGURE 25



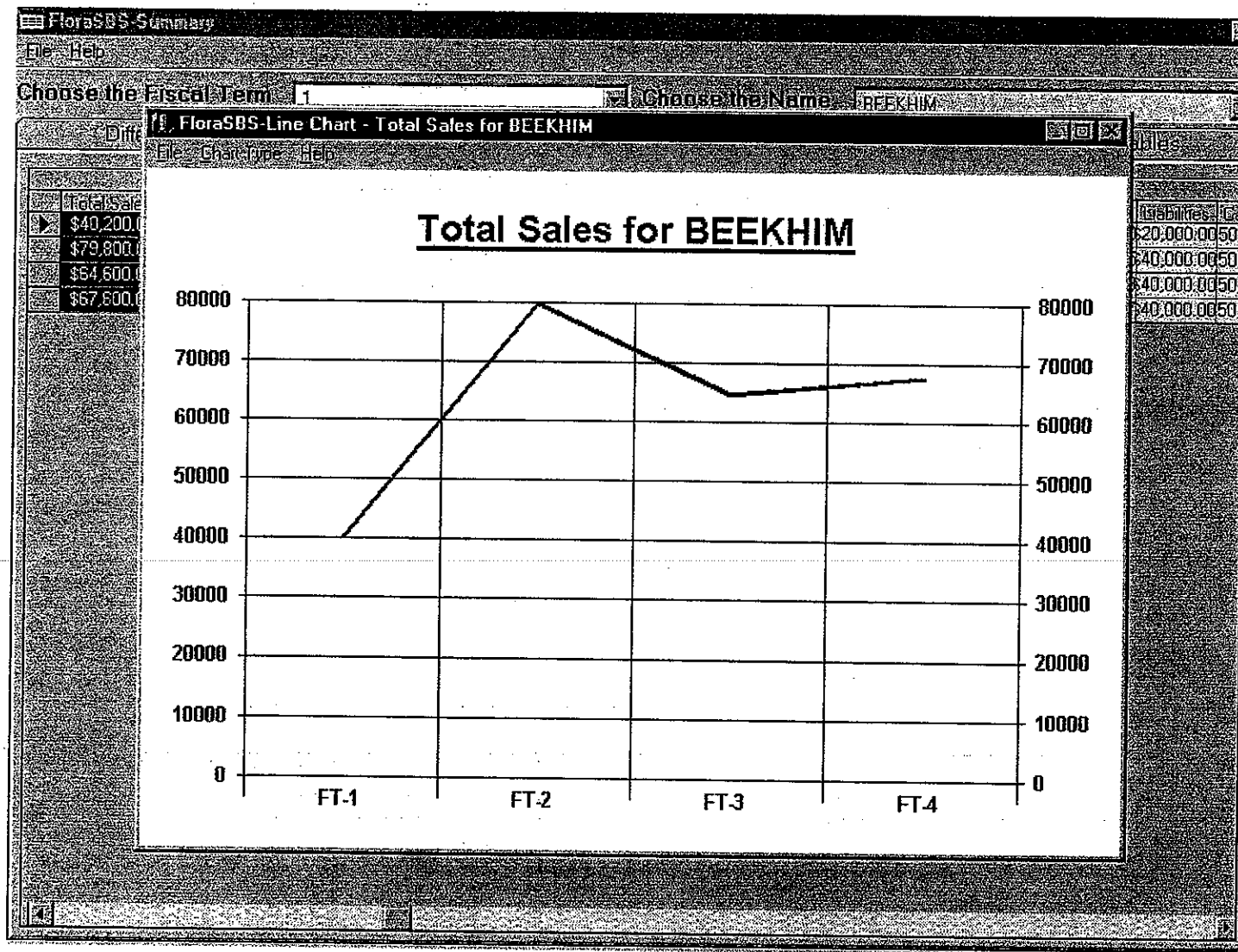


FIGURE 26





FIGURE 27



Head Office: 342 Ang Mo Kio Avenue 1 #02-1563 Singapore 560342
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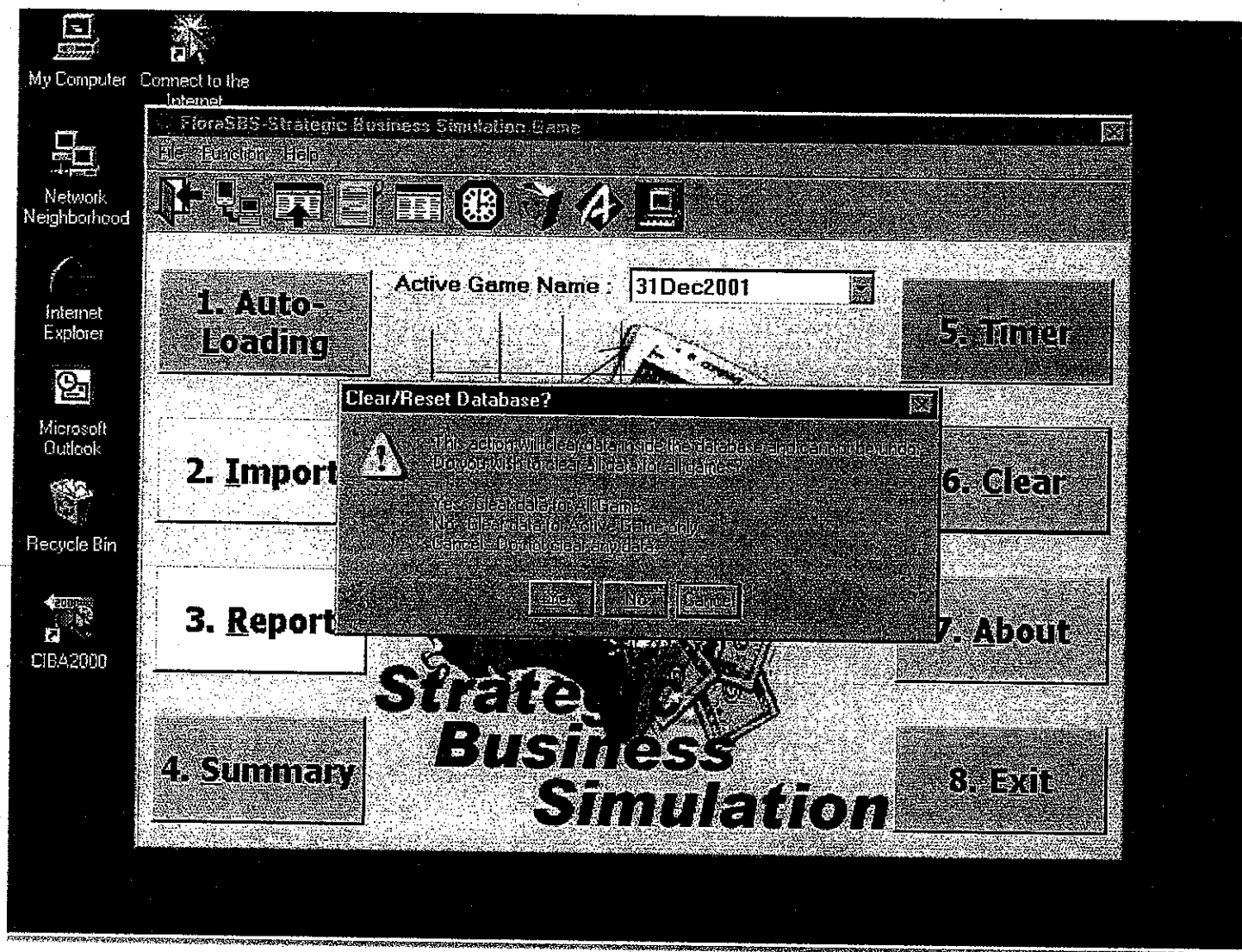


FIGURE 28



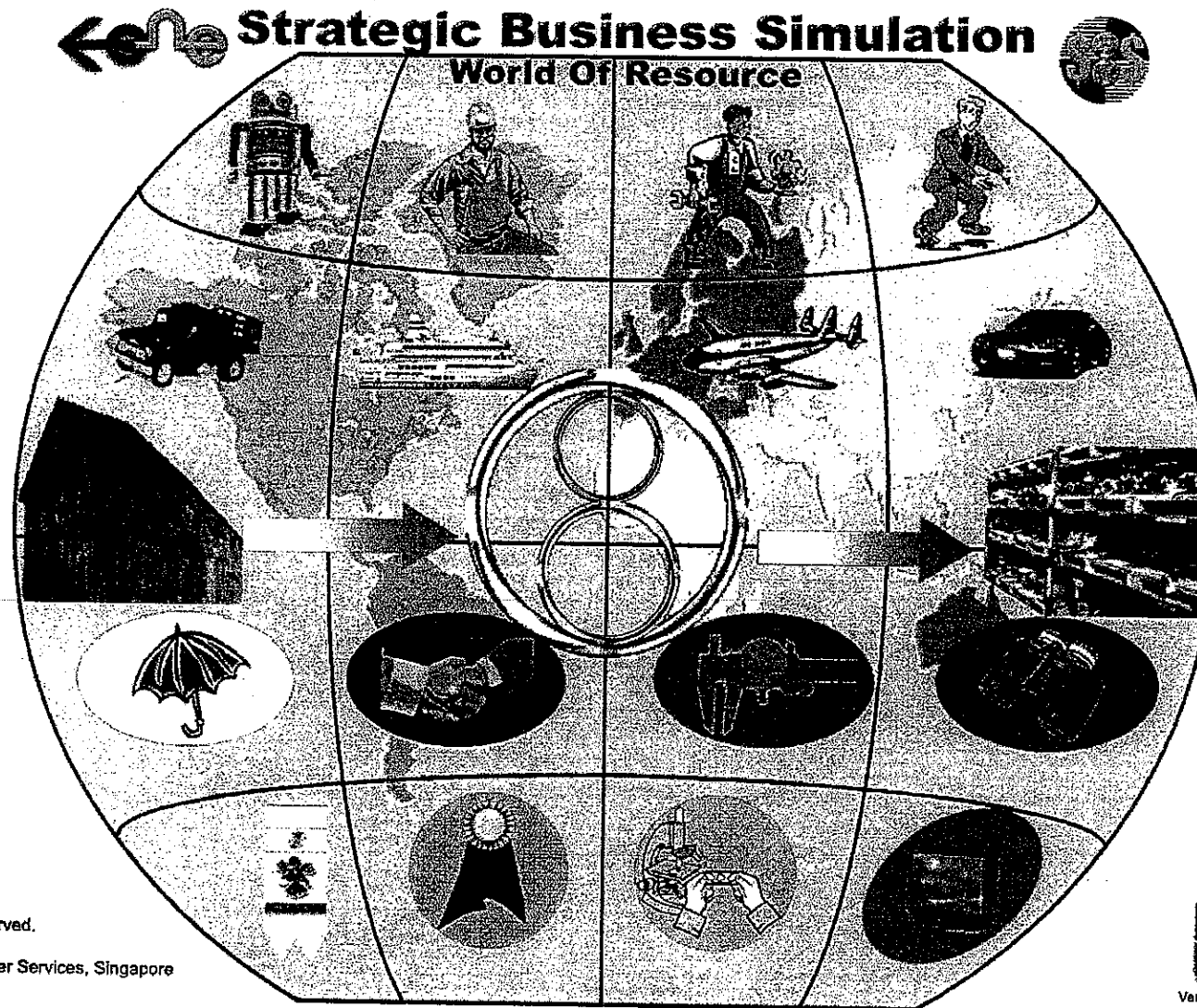


FIGURE 29



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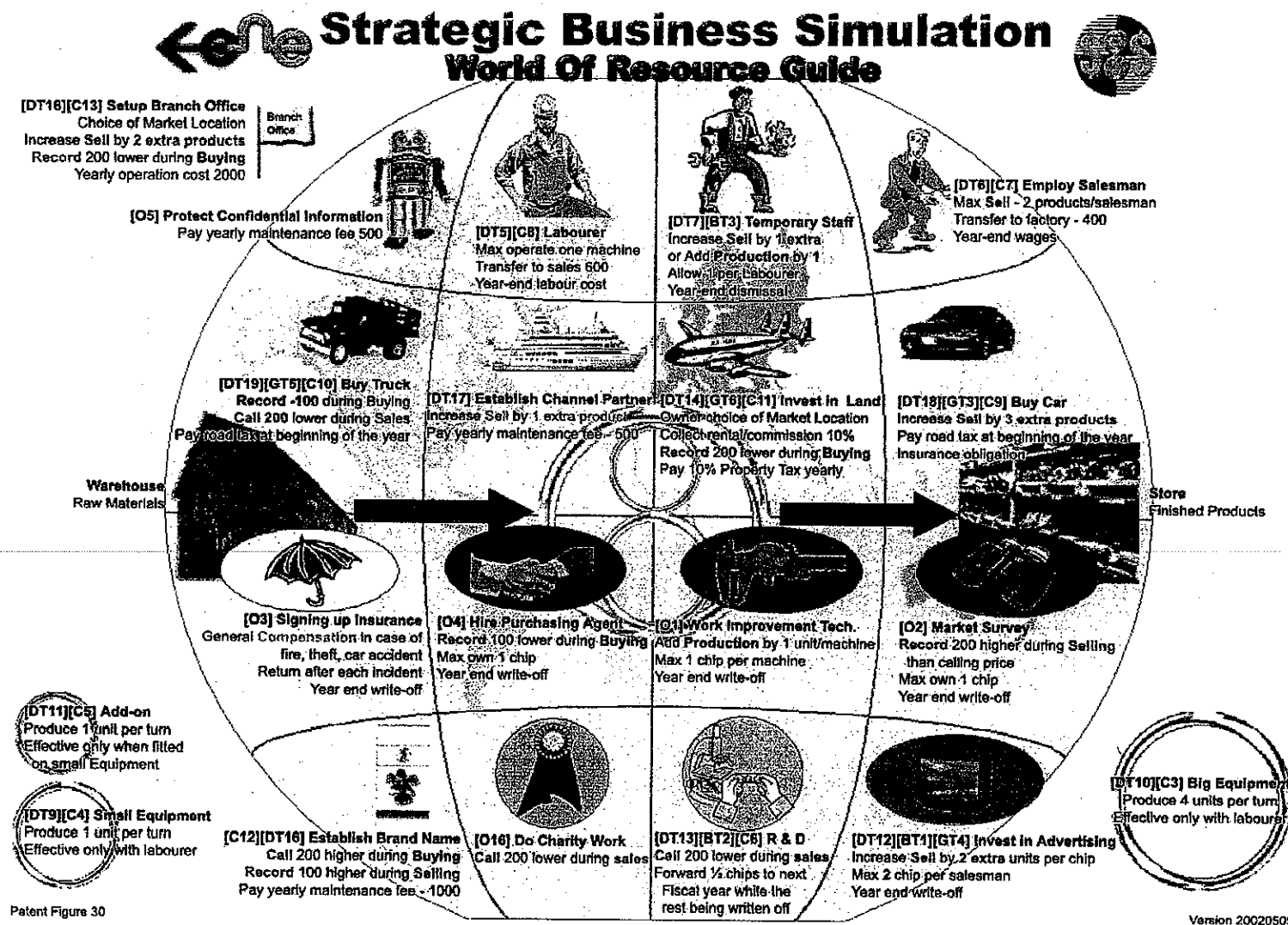
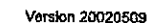


FIGURE 30





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Strategic Business Simulation

Operation Action Reference



\$ Resource	@ Action	? Decision - Your Turn
1 \$ Cash	Supplementary Actions	Business Decision Time [DT]
2 \$ A/C Receivable	S 1 Buy Raw Material Highest Win	Bad Time [BT]
3 # Warehouse	S 2 Start Planning & Designing 300	1 Sell Products Lowest Win
4 # Factory - WIP	S 3 Sell Products Lowest Win	2 Finish Produce & Packaging 200
5 # Store - Finished	Optional Actions	3 Start Planning & Design 300
6 # Labourer	O 1 Work Improvement Tech. 1,200	4 Buy Raw Material Highest Win
7 # Salesman	O 2 Do Market Survey 1,500	5 Employ Labourer 600
8 # Temporary Staff	O 3 Sign up Insurance 400	6 Employ Salesman 800
9 # Big Equipment	O 4 Hire Purchasing Agent 1,100	7 Contract Temporary Workers 2,000
10 # Small Equipment	O 5 Protect Confidential Info 2,000	8 Retrench Labourer 1,500
11 # Equipment Add On	O 6 Buy Secret Information 500	9 Buy Small Equipment 12,000
12 # R & D	O 7 Move Salesman to Labourer 400	10 Buy Big Equipment 22,000
13 # Insurance	O 8 Move Labourer to Sales 600	11 Buy Equipment Add-On 3,000
14 # Purchase Agent	O 9 Sell Big Equipment 11,000	12 Invest in Advertising 1,100
15 # Work Improvement	O 10 Sell Small Equipment 6,000	13 Invest in R & D 1,800
16 # Advertising	O 11 Sell Equipment Add-On 1,500	14 Buy Land *10,000
17 # Market Survey	O 12 Sell Car 3,500	15 Establish Brand Name 3,000
18 # Land	O 13 Sell Truck 3,000	16 Set Up Branch Office *5,000
19 # Brand	O 14 Sell Land *5,000	17 Establish Channel Partner(s) 3,000
20 # Car	O 15 Take Up Bank Loan 10% interest	18 Buy New Car 7,000
21 # Truck	O 16 Do Charity Work 3,000	19 Buy New Truck 6,000
22 # Channel Partners	O 17 Collect Debts a/c receivable (50%)	20 Take a Break N/A
23 # Branch Office	Other Actions	Harvest Time [HT]
24 # Fire Destroyed	A1 - A10 Additional Actions	1 Sales Efforts Succeed 4,200
25 # Trouble in WIP	B1 - B6 Beginning of Year Actions	2 BOs in Your Land Pay Rent 2,000
26 # Stolen Goods	C1 - C16 Complimentary Actions	3 Advertising Pays Off 4,000
27 # Vehicle Accidents	D1 - D3 Duty Actions	4 Channel Partner Grow 4,500
28 # Staff Quitted	E1 - E13 End of Year Actions	5 Sales Efficiency due to Car 3,700
29 # Labourer Quitted	Capital from Saving/Inheritance - 1st Move	6 Land sold at 120% Cost Price *12,000
59 # Charity		7 Miss This Opportunity N/A
		Turbulence Time [TT]
		1 Taking Low Risk Refer to Risk
		2 Taking High Risk Refer to Risk
		3 Government Risk Refer to Risk
		4 Investment Risk Refer to Risk

* - Variable figures

Patent Figure 32

Version 20020509

FIGURE 32

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Strategic Business Simulation

Additional Action Reference



Year End Closing and Other Entries

Additional Actions		Beginning of Year	Action	Year	1st	2nd	3rd	4th	5th
A 1	NetBook Value Item Sold	A 5 Pay O/S Loan Interest *	E 1 Labourer Wages		1,600	1,700	1,800	1,900	2,000
A 2	Net Value Land Sold	B 1 Vehicle Road Tax 1,500	E 2 Worker Quitted		1,000	1,100	1,200	1,300	1,400
A 3	Collect Rent/Commission	B 2 Info Sys Maintenance 500	E 3 Salesman Wages		1,800	2,000	2,200	2,400	2,600
A 4	Pay Rent/Commission	B 3 Office Rental 3,000	E 4 Staff Quitted		1,000	1,100	1,200	1,300	1,400
A 5	Pay Loan Interest	B 4 Branch Office running cost 2,000	E 5 Employee Fringe Benefits		1,000	1,100	1,200	1,300	1,400
A 6	Pay 10% to Agent/Lawyer	B 5 Channels Partner cost 500	A 1 Net Book Value		-10%	-20%	-30%	-40%	-50%
A 7	Fire Compensation	B 6 Branch Maintenance 1,500	E 6 Big Equipment Maintenance		2,500	Per Equipment Per Equipment Per unit in warehouse Per unit in store Compulsory Optional Optional Optional			
A 8	Theft Compensation	Duty/Obligation Actions	E 7 Small Equipment Maintenance		1,500				
A 9	Accident Compensat.		E 8 Warehousing cost		100				
A 10	Terminate Insurance		E 9 Inventory Holding cost		200				
			E 10 Utility & General Expenses		1,500				
		D 1 Pay Consultation Fee *	E 11 Repayment of Loans		-				
		D 2 Pay Dividend & Bonus *	E 12 Terminate Channel Partner		-				
		D 3 Pay Property Tax 3,000	E 13 Terminate Branch Office						

Incident	Step 1	Step 2	Step 3
Fire	- Enter Qty of Raw Materials in the warehouse. Press Confirm . - Return all raw materials to the Market.	Go to A7 Enter the Qty of Raw Materials Press Confirm .	To Claim Compensation if Insured Go to A10 Press Confirm (Insurance Claimed) Return the Insurance chip to Governor. You may reinsure at standard rate.
Product Stolen	- Enter x Qty of finished products. Press Confirm . - Return stolen products to Market.	Go to A8 Enter the x amount of products stolen. Press Confirm .	
Car Accident	- Enter x amount of Car. Press Confirm . - Return the car to Governor.	Go to A9 Enter the x amount of Car Press Confirm .	

* - Variable figures

Patent Figure 33

Version 20020513

FIGURE 33



Head Office: 342 Ang Mo Kio Avenue 1 #02-1563 Singapore 560342
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Strategic Business Simulation

Ten Commandments



- I. You must have cash balance in order to continue with your business.
- II. You must observe honest and correct business ethic. No under-table practice, bribery or cheating is allowed.
- III. You need to challenge with the others if you wish to buy more than 2 units of Raw Materials from any market. The one who with the highest Calling Price wins.
- IV. You need to challenge with the others if you wish to sell your Finished Products to any market. The one who with the lowest Calling Price wins.
- V. You can sell any number of units within your selling capacity and within the market's demand, except under special circumstances.
- VI. You must announce the market location and unit quantity loud and clear before buying or selling.
- VII. You and the others will begin with the same capital but will have your yearly borrowing capacity calculated based on last fiscal year's performance.
- VIII. You must do a closing at the end of each Fiscal Year and pay the required expenses.
- IX. You must pay interest for any outstanding loan before a Fiscal Year start, from 2nd Fiscal Year onwards.
- X. You can choose to borrow from the Black Market, merge with another company or simply declare bankrupt and liquidate when faced with financial difficulty.

Patent Figure 34

Version 20020509

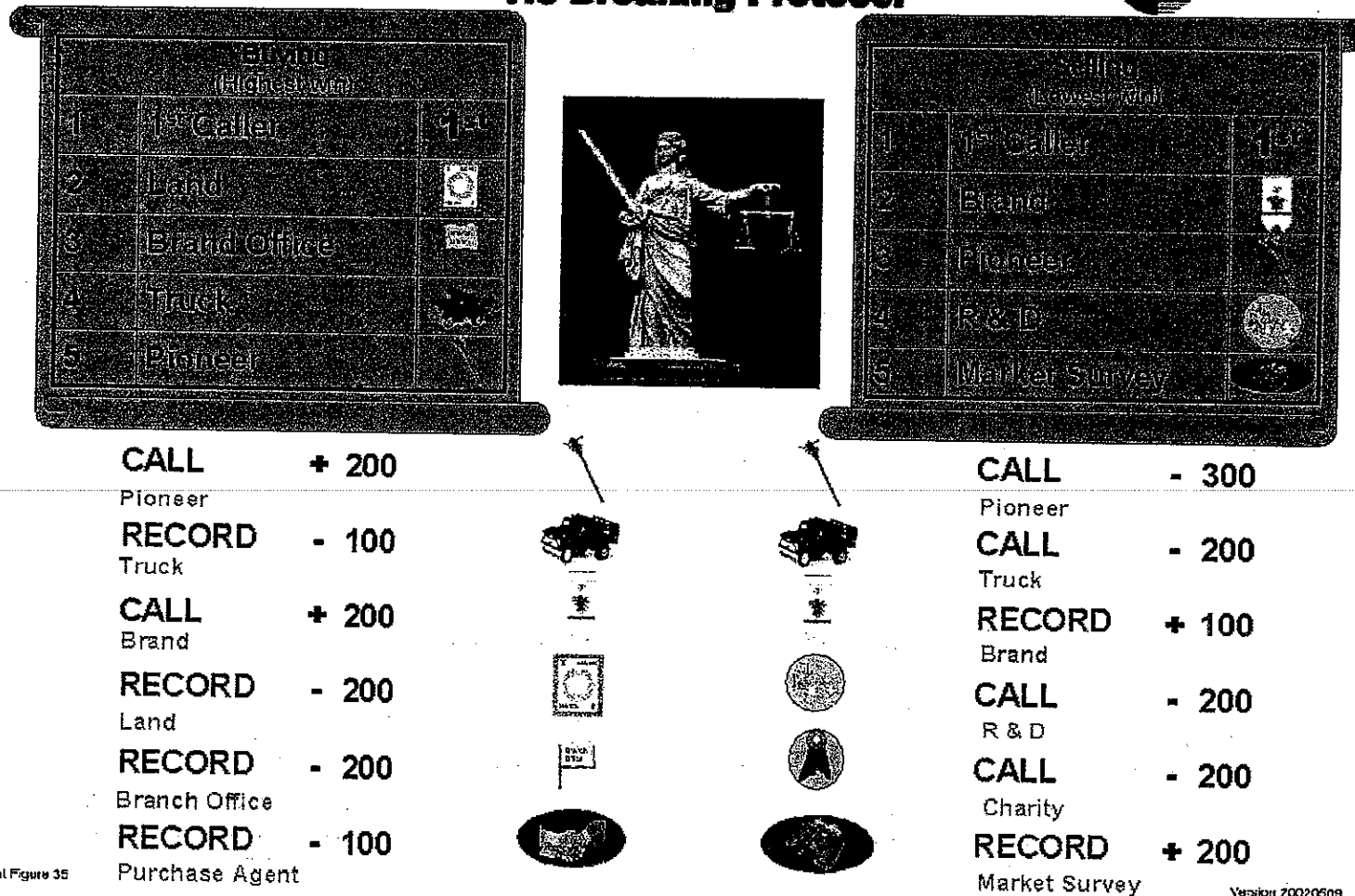
FIGURE 34



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CEOne Strategic Business Simulation **Tie Breaking Protocol**



Patent Figure 35

Version 20020509

FIGURE 35





Strategic Business Simulation

Participant Agreement



Date : ____ / ____ / 2002

Location : _____

Event ID: : _____

In order to uphold fair play and provide equal business opportunities for fair competition in this Business Simulation Workshop, all participants are required to agree on the following Terms and Conditions stated below.

1. **Capital :** All Players will be given this same amount of Capital for starting their businesses. _____
2. **Interest :** Bank Loan will be available only after One year in Business at ____% Interest. Loanable amount will be based on the computed Borrowing Capacity as appeared on the Participants Performance Analysis Report. Other loan, such as from the Black Market, will be at ____%. Subsequent yearly interest will be at ____% of the Outstanding Loan Amount.
3. **Duration :** One Fiscal year is defined as not more than ____ Cycle or ____ Minutes of game play. It will take ____ Fiscal Years before a Champion or Winner is selected and declared.
4. **Location :** All Participants must specify the targeted business location/market where their transactions are to take place.
 - ☐ Continent – Asia, North America, South America, Europe, Africa, Austria..etc.
 - ☐ Country – Singapore, China, Japan, United Kingdom, America, Russia..etc.
 - ☐ City – Singapore, London, New York, Peking, Tokyo..etc.
 - ☐ Town – Ang Mo Kio, Tampines, Jurong, Woodland, Toa Payoh..etc.
5. **Penalty:** Should any Player be discovered for any wrong doings, he/she is subjected to a Government Fine. First Offence will be _____, Second Offence _____ and Third Offence _____.
6. **Winner :** The Champion will be chosen according to these criteria:
 - I Accumulated Retained Earning – total profit
 - II Market Share – total quantity of products sold
 - III Business Health – overall performance ratio

_____ will be the Governor and Facilitator of this Workshop. He/She will enforce all stated Rules & Regulations, make final decisions on game outcomes and act as an Instructor of the game.

Each and every Player is hereby requested to write his/her name on the lines below as a statement of agreement and acceptance on the Terms and Conditions stated above.

Patent Figure 36

Version 20020514

FIGURE 36

Head Office: 342 Ang Mo Kio Avenue 1 #02-1563 Singapore 560342
 Training Centre: 809 French Road #07-156 Singapore 200809
 International Sales & Marketing by CEOne Pte Ltd
<http://www.floracom.com.sg> <http://www.ceone.com.sg>
 Tel: 6553 0038 Fax: 6553 0036



CEO Company  <i>Strategic Business Simulation</i>	CEO Company  <i>Strategic Business Simulation</i>	CEO Company  <i>Strategic Business Simulation</i>
CEO Company  <i>Strategic Business Simulation</i>	CEO Company  <i>Strategic Business Simulation</i>	CEO Company  <i>Strategic Business Simulation</i>
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FIGURE 37



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Strategic Business Simulation

My Company Plan



Participants are encouraged to fill in and update this form before the Start and after the End of a fiscal year of game play.

Name: _____ Company Name: _____ Fiscal Year #: _____

PPA Ref.	Key Indicators	Plan vs Results			Variance (+/-) (Target - This Year)	Long Term Target
		Last Year	Target	This Year		
1.2	\$ Loan Payable					
3.1	% Market Share					
3.7	% BEP Ratio					
5.2.1	\$ Total In - Received					
5.2.2	\$ Total Out - Paid out					
6.1	\$ Unit Average Price					
6.2	\$ Unit Variable Cost					
6.3	\$ Unit Margin					
7.1	# Quantity Sold					
7.2	\$ Total Sales					
7.5	\$ Total Fixed Cost					
7.5.3	\$ R & D Expenses					
7.5.4	\$ Labour Cost					
7.5.6	\$ Selling Expenses					
7.6	\$ Earnings					
8.1.3	\$ Retained Earnings					
8.2.5	\$ Total Assets					

No one Plan to fail, but many failed without a Plan !!!

Patent Figure 38

Version 20020515

FIGURE 38



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