

# BEER GAME

## WHAT IT IS

The Beer Game, created by MIT Sloan School of Management in early 1960s, demonstrates the basics how a supply chain works, applying the principles of system dynamics. System Dynamics is a technique showing the systems as composed by more interacting elements, so observing the dynamic behavior through simulation.

## WHY TO PLAY IT

It is a very helpful experience because it allows the participants to be aware of some key principles such as: the value of collaboration, the knowledge of the marketplace, the presence of the demand variation (known as bullwhip effect) in a supply chain composed by more entities, and how to face them.

## HOW TO PLAY IT

Two teams represent two supply chains, each of them composed by a Factory, a Wholesaler and a Retailer, plus a Consumer. The two teams are composed by 14 people (maximum by 28 people) totally.

## THE BENEFITS

This experience gives you a useful understanding of the key principles that determines the success of a supply chain, through reaching a customer satisfaction.

## WHAT WE PROPOSE

We propose a 4-hour of involving experience: a brief introduction on logistics and supply chain key concepts, and then the execution of the supply chain competition.

Call us to play the game and enjoy it! [info@lovecchioconsulting.it](mailto:info@lovecchioconsulting.it) Mobile + 39 340 17 12 110

