

Business Builders

International Expansion Scenario

SAP Month of Learning (Week 4)

June 26th, 2025

Agenda

- Introduction
- International Expansion Scenario
- Demo and Hands-on Activity
- FAQ and Final Words

Business Builders

Gamified approach to teach Data Visualization skills



SAP and ERPsim Lab Collaboration



Enhanced visualization and data storytelling skills



Scenarios driven by data, which replicate real-world business challenges



Easy to learn and adopt in your classroom



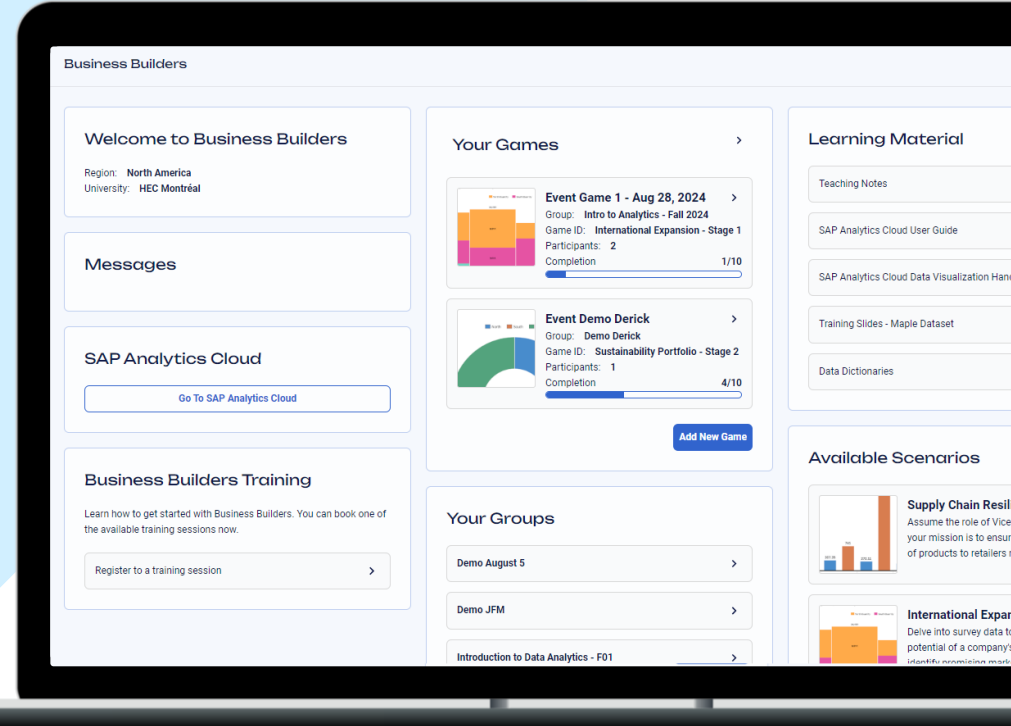
Gamification & competitive elements



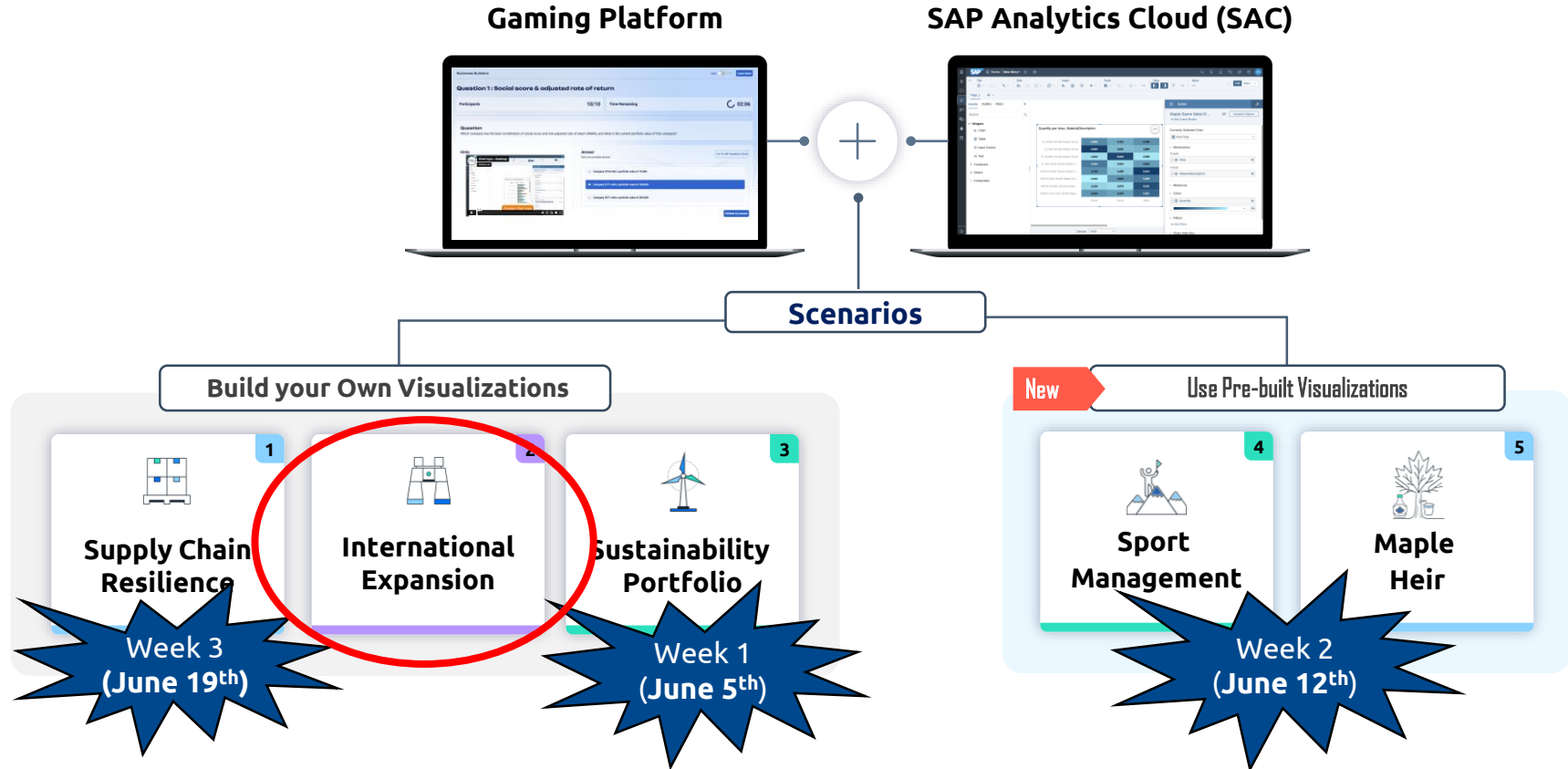
Free, cloud-based offering for educators and students around the world



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Business Builders Overview



Discover Game Scenarios: Build visualizations

- Choose the scenario that suits you best for teaching:

Supply Chain Resilience

A toy company is seeking to enhance its supply chain resilience to better mitigate risks and improve reactivity when responding to crises.

International Expansion

A German-based Muesli cereal company wants to expand their business internationally.

Sustainability Portfolio

A financial institution is reassessing its investment strategies to align with a new policy requiring consideration of the ESG performance when investing in companies.

Overall learning objectives:

- Create Effective Data Visualizations
- Acquire Technical Data Visualization Skills
- Acquire Critical Thinking and Problem-Solving Skills

Scenario Structure:

- Several stages to the storyline
- Each stage has 10 business questions
- Increasing difficulty

International Expansion Scenario

International Expansion Scenario

A Muesli cereal company is preparing to expand their business into international markets.

New Market Opportunities:

- Find the best market to introduce the flagship product Muesli Original
- Explore the possibility of developing a new product by selecting one of five distinct flavors, and identify the ideal market to launch it
- Evaluate the potential of adopting a premium pricing strategy and identify the optimal selling price



Student Role: Market Analyst

■ Your students will take on the role of a **Market Analyst**:

- Analyze survey data
- Identify consumer preferences and behaviors
- Uncover potential market opportunities
- Evaluate the cost of materials to define the pricing strategy

■ **Learning objectives for your students in this scenario:**

- Explore consumers preferences and willingness to pay for products
- Analyze the material costs and calculate the optimal selling price
- Identify flavor preferences in the target population
- Calculate the optimal price of the new developed product based on a premium pricing strategy

2 Stages of International Expansion

Stage 1

The company wants to target a specific age demographic for their international expansion:

- Analyze the survey answers and find the best market opportunity
- Define the selling price of the Muesli Original product
- Forecast the yearly profit

Stage 2

The company aims to diversify its offering. They need to identify which flavor to develop first:

- Find the best flavor and market combination to launch a new product
- Define an optimal price for the new product based on a premium pricing strategy
- Calculate the profit margin according to the newly defined price

Datasets of International Expansion

For this scenario, you will have access to 4 datasets:

Query 1 – Market Survey for Original Muesli

Survey answers of over 8,000 respondents in 40 countries regarding their breakfast habits and interest towards the Muesli Original product

Stage 1

Query 2 – Original Muesli BOM

Bill of materials and costs for 1 box of F15 Muesli Original (1kg)

Stage 1

Query 3 – Market Survey for New Muesli Flavors

Survey answers of the 8,000 respondents' interest for five different potential Muesli flavors

Stage 2

Query 4 – New Muesli Flavor BOMs

Bill of materials and costs for the five different new prospective Muesli products

Stage 2

Demo and Hands-on Activity

Learning Journey & Resources

Business Builders Learning Journey

Foundations

Resources

- Get Started: How to Video
 - Teaching Notes
- Free Online Course
- Refresher Sessions

Skill Building

SAC Training using Maple Game Exercise

- Exercise Slides
- Tutorial Videos

Scenario-Based Learning

- Scenarios Specific Slides
- Questions/Solutions

Webinars

- Showcase Business Builders scenarios
- Community Engagement

Active Teaching

Setup

- Create groups, and events

Preparation

- Ensure student connections and account creation

Event Initiation

- Start the game and wait for student participation

Question Loop

- Activate questions, collect answers, show solutions, and display rankings

Completion

- Show final rankings

Feedback Loop

Question-Specific Feedback

- Gather detailed feedback on each question to refine and improve future iterations

Where to find the resources?

Business Builders

EN FK

Welcome to Business Builders

Region: North America
University: HEC Montréal

Messages

November 21, 2024
Supported Browser. For an optimal experience, it is recommended to use Google Chrome or Microsoft Edge, which are supported by both Business Builders and SAP Analytics Cloud.

SAP Analytics Cloud

[Go To SAP Analytics Cloud](#)

Business Builders Self-Paced Training

Elevate your expertise and become an accredited Business Builders Educator.

[Enroll in the online course](#)

Your Games

Game test- sport game
Group: Practice
Game ID: T3L Research - Sports
Participants: 1
Completion: 1/15

Game Game 1 - Aug 5,2024
Group: Practice
Game ID: Sustainability Portfolio - Stage 1
Participants: 1
Completion: 10/10

[Add New Game](#)

Your Groups

Intro to Analytics - Fall 2024

Practice

Intro to analytics - Section 123

[Add New Group](#)

Learning Materials

[Materials for Instructors](#)

[Materials for Participants](#)

Available Scenarios

Supply Chain Resilience
Assume the role of Vice President where your mission is to ensure the timely delivery of products to retailers nationwide.

International Expansion
Delve into survey data to evaluate the potential of a company's flagship product to identify promising markets for a new product variant.

Sustainability Portfolio
You must evaluate some investment portfolio in order to find discrepancies between the companies composing the portfolio and the portfolio ESG vision and requirements.

The Agent
Immerses students in the role of a data analysts intern, where they complete a series of data analysis and visualization tasks that mirror the day-to-day activities of an international sports agency.

The Maple Heir
Places students in the role of a new business owner who has inherited a long-standing maple syrup farm in Quebec. With no prior experience, they must quickly familiarize themselves with all key aspects of the business, including operations, sales, and finance.

Materials for **Instructors**

Materials for **Participants**

For instructors:
Scenario Specific
Slides including
Questions/Answers

For instructors:
Schedule a training
session

Frequently Asked Questions

Frequently Asked Questions

Business Builders

How long the registration lasts for Educators and Students?

Is there a limit to the number of students per group?

How often are the scenarios refreshed?

Is it possible to play the game asynchronously?

How long it takes to play one stage of a game? Can a game be stopped and resumed?

SAP Analytics Cloud (SAC)

How long the registration lasts for Educators and Students?

Is it possible to access other datasets or create (live data) connections?

Are the datasets downloadable? Can instructors upload their own data?

Which browsers are supported?

Frequently Asked Questions

Educator Journey

How long it takes to learn Business Builders and SAP Analytics Cloud?

Is training provided?

Can instructors add their own questions/scenarios to the platform?

Do you I need to play all the stages?

Can I skip stage 1 or 2 and play only stage 3?

Students Journey

When should students be invited to join a group in order to create their accounts?

What are the prerequisites to start playing a game scenario?

Is training provided?

How to report the activity and results?

Announcements

Access all recordings and slides here:

<https://erpsim.hec.ca/en/node/325>

ERPsim Lab's 2025 User Group Meeting

Save the Date:

August 11-13, 2025

At HEC Hélène-Desmarais (downtown) campus
Montréal, Canada

Note that **AMCIS 2025** will also happen in
Montréal on August 14-16, 2025!

Q & A

Business Builders

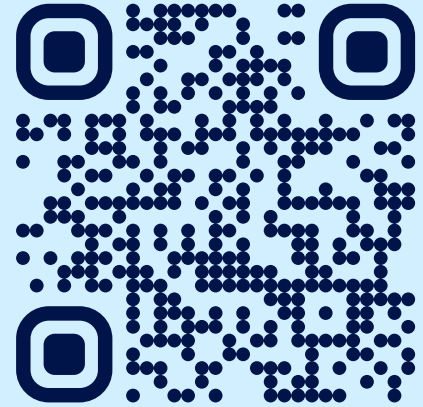
Thank you!

Get engaged and bring it to your classroom!

- ✓ Free of charge
- ✓ No membership needed
- ✓ No programming or experience required



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**Scan the QR code
and start your game
today!**

**businessbuilders.games
businessbuilders@hec.ca**