

Generic and Vertical Industries

In the Simulations

2022 NAICS

The following table provides detailed information on the structure of NAICS.

Sector	Definition
11	Agriculture, Forestry, Fishing and Hunting
21	Mining, Quarrying, and Oil and Gas Extraction
22	Utilities
23	Construction
31-33	Manufacturing
42	Wholesale Trade
44-45	Retail Trade
48-49	Transportation and Warehousing
51	Information
52	Finance and Insurance
53	Real Estate and Rental and Leasing
54	Professional, Scientific, and Technical Services
55	Management of Companies and Enterprises
56	Administrative and Support and Waste Management and Remediation Services

Generic Industry

This vertical industry is a representation of the generic market. It does not reflect any brand, model or product. The cost and price listed are not actuals and do not reflect any company or perceived quality.

You are starting a business whose product is a customized product with specific features (max of 5). The product design objective is to design a product with specific features that are desirable in the selected targeted markets. The value proposition (VP) indicates the desirability of the feature in that specific market. Think of the VP as a measure that indicates the satisfaction of a market’s needs. Your customers desire something and the higher the VP of the product feature the more it satisfies that need. Hence the term value proposition. You can select up to three markets and five product features to create your product.

Features Table

Feature	Price	Cost	Market 1	Market 2	Market 3	Market 4	Market 5
Feature 1	Suggested retail of feature	Cost of feature	Market Value of Feature				
Feature 2							
Feature 3							
Feature 4			Value range				
Feature 5							
Feature 6							
Feature 7			0 – no value				
Feature 8							
Feature 9			7 – highly valued				
Feature 10							
Feature 11			Refer to your game for specific values				
Feature 12							
Feature 13							
Feature 14							
Feature 15							
Feature 16							
Feature 17							
Feature 18							
Feature 19							
Feature 20							

Once you have designed your product, you will need to make the market aware of its existence. To do that you will need to develop an Ad Campaign. To create this promotional campaign, you will select up to three ad plans or mediums from a possible seven. Each ad plan has an effectiveness ratio in the designated market. A high effectiveness means that medium is efficient in making the customer population aware of your product. A low effectiveness implies that the medium (Ad Plan) is ineffective no matter how much you budget.

Ad Plan Table

Ad Plan	Market 1	Market 2	Market 3	Market 4	Market 5
Ad Plan 1	Efficiency of Ad Plan in the Market				
Ad Plan 2					
Ad Plan 3					
Ad Plan 4	Effectiveness range				
Ad Plan 5					
Ad Plan 6					
Ad Plan 7	0 – not effective				
Ad Plan 7					
Ad Plan 7	7 – very effective				
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					
Ad Plan 7					

Refer to your game for specific values

Automotive Industry

This vertical industry is a representation of the automotive market. It does not reflect any brand, model, or product. The cost and price listed are not actuals and do not reflect any company or perceived quality.

You are starting a vehicle customization business whose product is customizing a standard vehicle. The product design objective is to redesign a base vehicle with specific features that are desirable in the selected targeted markets. The value proposition (VP) indicates the desirability of the feature in that specific market (i.e., degree to which the need is being satisfied). The higher the VP the greater the associated need is being satisfied. You can select up to three markets and five product features to create your customized vehicle.

Features Table

Market Population

Feature	Price	Cost	15,000	35,000	5,000	10,000	11,000
			SUV - Lux	SUV - Fam	Sportscar	Sedan	Truck
14-Speaker Radio	\$1,400	\$450	7	0	7	2	2
5-Speaker Radio	\$500	\$275	0	7	1	6	5
Satellite Radio	\$2,500	\$1,100	7	1	6	3	1
Manual 5 speed trans	\$5,750	2,900	0	1	6	0	7
Automatic Trans	9,325	4,200	4	5	1	7	1
Adaptive Cruise	14,900	7,340	7	1	3	4	0
Lane Crossing	10,480	6,230	6	4	0	5	1
Sunroof	6,500	4,500	7	2	5	3	0
Special Paint	2,600	1,150	5	0	7	1	0
Storage Space	1,200	750	4	5	0	4	7
Leather Seats	5,250	3,800	7	1	6	2	1
Cloth Seats	2,750	1,200	0	7	1	6	6
Heated/AC Seats	6,250	3,125	7	1	6	3	2
4-wheel drive	15,450	9,275	3	2	2	3	7
20" tires & rims	4,800	2,600	6	0	7	1	5
18" tires	1,600	1,000	3	6	2	7	2
200 HP engine	11,390	5,625	2	7	0	4	1
200 HP turbo engine	13,365	8,430	7	1	6	2	6
Rear Rack	625	310	1	5	0	4	0
Tech Package	9,100	5,350	7	1	6	4	3

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Ad Plan Table

Market Population

Ad Plan	15,000	35,000	5,000	10,000	11,000
	SUV - Lux	SUV - Fam	Sportscar	Sedan	Truck
TV	7	7	4	5	4
Radio	1	7	2	5	4
Social Media	5	3	6	3	5
Industry Shows	6	2	7	2	6
Magazines	6	4	7	3	3
Mailers	7	5	1	2	2
Email	6	6	2	5	4

This vertical industry is a representation of the cookie market. It does not reflect any brand or product. The cost and price listed are not actuals and do not reflect any company or perceived quality.

Dear Sunshine Cookie Company,
 Congratulations your new business has been approved. Enclosed is your business permit issued by the state. It includes the rules and regulations needed for submitting taxes and reporting revenues. Since your business is food related, you will also need to set up an appointment for a health inspector to check your facility.

You had an idea for a product that you believe there is a need for (i.e. market), now the work begins. Where do you go from here? Did you network with others for suggestions? Did you create a business plan or have a risk or marketing analysis performed? Will your cookie company succeed and have sufficient capital to operate? That’s what we will see.

The first process in your cookie business is to select five features/ingredients that will comprise your recipe. The value proposition (VP) of your cookie indicates the desirability of the recipe in that specific market (i.e., degree to which the need is being satisfied). The higher the VP the greater the associated need is being satisfied. Once you have your final recipe then select the three markets that you will be selling your cookie into.

Features Table

Feature (10x)	Price	Cost	11,500	7,650	4,800	5,100	1,800
			Traditional	Vegan	Diabetic	Non-Dairy	Nut Allergy
Chocolate Chips	\$2.98	\$2.58	7	0	3	0	2
Sugar	\$6.50	\$5.00	6	0	0	4	3
Sugar Substitute	\$8.98	\$7.98	5	2	7	6	4
Brown Sugar	\$6.00	\$5.25	5	0	0	7	3
Processed Flour	\$3.75	\$3.00	7	0	3	6	5
Whole Wheat Flour	\$4.25	\$3.50	4	5	5	7	6
Peanut Butter	\$3.98	\$2.70	6	5	4	7	0
Raisins	\$3.25	\$2.40	5	7	4	7	4
Nuts Mixed	\$4.50	\$3.15	5	7	5	7	0
Almonds	\$7.99	\$6.00	4	7	6	7	0
Eggs	\$4.95	\$3.98	7	0	2	0	3
Egg Whites	\$3.75	\$2.75	4	0	5	0	4
Milk	\$3.89	\$2.80	6	0	4	0	3
Non-dairy	\$2.76	\$2.19	3	7	3	7	2
Rum	\$3.58	\$2.85	5	6	0	7	4
Almond Extract	\$2.65	\$1.95	5	6	0	7	4
Orange Liqueur	\$3.90	\$2.80	5	6	0	6	7
Vanilla Extract	\$4.55	\$3.65	7	7	3	7	6
Butter	\$4.50	\$4.05	7	0	3	0	3
Butter Substitute	\$5.40	\$4.98	0	7	3	7	7

You will be able to develop an Ad Campaign to promote your cookie business. To create this promotional campaign, you will select up to three ad plans or mediums from a possible seven. Each ad plan has an effectiveness ratio in the designated market. A high effectiveness means that the medium is efficient in making the customer population aware of your cookie.

Ad Plan Table

Ad Plan	11,500	7,650	4,800	5,100	1,800
	Traditional	Vegan	Diabetic	Non-Dairy	Nut Allergy
TV	7	7	6	5	4
Radio	5	4	3	3	4
Social Media	3	7	6	5	5
Industry Shows	5	4	5	5	6
Magazines	6	2	6	6	5
Mailers	2	5	4	7	7
Email	3	6	6	7	7

This vertical industry is a representation of the bulk sock market. It does not reflect any brand or product. The cost and price listed are not actuals and do not reflect any company or perceived quality.

You had an idea for a packaged product that you believe there is a need for (i.e. market), now the work begins. Where do you go from here? Did you network with others for suggestions? Did you create a business plan or have a risk or marketing analysis performed? Will your sock company succeed and have sufficient capital to operate? That’s what we will see.

The first process in your business is to select five features that will define your product. In designing your product, note some features are mutually exclusive. You can incorporate them into your product but this will severely impact the VP in multiple markets. The value proposition (VP) of your sock indicates the overall desirability of the product in that specific market (i.e., degree to which the need is being satisfied). The higher the VP the greater the associated need is being satisfied. Once you have finalized your sock then select the three markets that you will be selling your sock into.

Features Table

Feature (15x)	Price	Cost	11,500	12,000	4,800	10,000	1,800
			Dressy	Casual	Glamorous	Sports	Slipper Sock
All Cotton	\$10.50	9.25	1	5	0	7	3
Poly Blend	8.99	7.99	4	3	2	2	1
Silk	15.25	13.25	7	0	7	0	0
Wool	15.50	13.50	1	7	0	1	7
Ankle	12.75	10.5	0	3	1	7	5
Knee High	13.75	12.00	5	2	7	1	3
Normal Height	6.50	5.75	6	4	2	5	3
Diabetic	15.99	13.00	6	7	6	5	6
Copper Infused	21.99	17.5	6	6	4	5	7
Glitter	17.25	15.25	7	4	7	2	5
Contracting Band	13.99	10.99	5	6	5	6	7
Patterns	15.99	13.99	6	6	5	6	7
Inner layer Aloe	10.50	8.50	1	4	0	6	5
Machine Wash	10.58	8.50	0	7	0	7	3
Black Base	10.00	8.00	7	3	6	1	2
White Base	13.50	11.5	0	7	1	6	3
Holiday Themes	13.00	11.00	6	7	6	2	7
Reinforced Toes	16.50	16.99	6	6	4	5	3
Reinforced Arch	18.50	16.99	6	6	3	6	3
Thermal	21.99	19.00	2	6	2	1	4

You will be able to develop an Ad Campaign to promote your sock business. To create this promotional campaign, you will select up to three ad plans or mediums from a possible seven. Each ad plan has an effectiveness ratio in the designated market. A high effectiveness means that the medium is efficient in making the customer population aware of your socks.

Ad Plan Table

Ad Plan	11,500	12,000	4,800	10,000	1,800
	Dressy	Casual	Glamorous	Sports	Slipper Sock
TV	7	7	6	5	4
Radio	5	4	3	3	4
Social Media	3	7	6	5	5
Industry Shows	5	4	5	5	6
Magazines	6	2	6	6	5
Mailers	2	5	4	7	7
Email	3	6	6	7	7

