

BLUESKY DISTRIBUTION

Blue Sky Distribution

With this strategic management method in our game, in which you will launch your products onto the market through the retail channel, while working on channel management and marketing strategies, you will also be able to develop yourselves with a holistic approach to company management via dynamics that closely resemble real working life.

Development Outcomes

- *Strategic Dealer Management*
- Dealer-parent company coordination
- Simultaneous optimisation of marketing, finance and development (system R&D) strategies
- Coordination of manufacturing, cost, dealer management and dealer system development strategies
- Stock management that supports marketing strategies
- Creating brand value
- Developing competitive penetration strategies

