



CANNED SEA TREASURES

Development Areas

- Creating a cooperation culture
- Decision making
- Sales through customer value proposal

Canned Sea Treasures begins with an opening in which it is forced into price competition with firms that do not have a different product to those of their rivals. While participants compete under resource constraint, they gain experience both in creating value with quality strategies and in making win-win negotiations.



The simulation is about firms that sell canned fish and also catch their own fish by means of their own fleets of boats. Because they do not have enough R&D investments, these firms cannot sell their products through channels where upper segment customers do their shopping. In the lower segment where they compete, they try to reduce prices so as to increase their sales and to increase their scales in order to reduce their costs. However, this situation will cause excessive fishing and reduction of fish stocks, and firms that cannot ensure a sufficient supply will be put in a difficult position financially.

In the simulation, to avoid falling into this situation, firstly creating value and later selling value will be an effective solution just like in real life. To bring this about, participants will see the necessity of undertaking R&D to improve the quality of their products and, when they have chosen this strategy, they will also see that a low-price strategy is unprofitable due to the costs of R&D. To implement the strategy successfully, enabling upper segment customers to understand the quality of the products will become important.

