

**OPPORTUNA
CORPORATION**

**A COMPACT BUSINESS
STRATEGY SIMULATION**

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Opportuna Corporation is a compact simulation developed for teaching the basics of strategic thinking, business management and competitive dynamics. Since they are able to select either a differentiation- or cost-oriented competitive strategy as well as play different combinations of both strategies, participants are offered an environment in which they can develop their strategic thinking skills.

To stay one step ahead in the market, participants, while on the one hand improving the quality of their products, on the other hand learn to optimise their costs in order to be cost competitive or to increase their profit margins. While the chance to select either a differentiation- or cost-oriented competitive strategy as well as play different combinations of both strategies provides participants with added value with respect to strategic thinking skills in a short time, participants are also able to develop their skills in managing the dynamics of competition.

