

simana<sup>7</sup>  
iş yönetim simülasyonu

Say hello to  
the team



# The Triad of Learning

Learning is a multifaceted process that involves a dynamic interplay between theory, practice, and the inevitable companion, error. Each component contributes uniquely to the overall journey of acquiring knowledge and skills.

## THEORY

Foundation of Understanding

Conceptual Framework

## PRACTICE

Application of Knowledge

Skill Development

## ERROR

Learning Opportunities

Iterative Improvement

# Learning from Theory, Practice and Error, in Action

## Experiential Learning

The most effective learning often occurs when theory and practice are seamlessly integrated. **Experiential learning**, as championed by educators like **John Dewey**, emphasizes the importance of hands-on experiences to solidify theoretical understanding.

## Innovation and Creativity





The synergy between theory and practice fuels **innovation**. The iterative nature of learning from errors encourages **creative** problem-solving, pushing boundaries, and fostering innovation in various fields.

# From Theory to Practice: The Learning Bridge

**Knowledge alone is not enough.** True learning happens when concepts are tested, decisions are made, and mistakes become opportunities for growth.

**SimAna Strategic Business Simulation** provides exactly this bridge—transforming abstract theory into hands-on practice.

## How We Connect Theory and Experience:

-  **Immersive Environment** – A realistic market setting where decisions matter.
-  **Application of Concepts** – Core theories put into real-world scenarios.
-  **Safe-to-Fail Learning** – Mistakes become valuable lessons without real risks.
-  **Continuous Reflection** – Every decision leads to feedback and improvement.

👉 The next screens will show how SimAna turns learning into an interactive journey, where participants *experience* business rather than just study it.

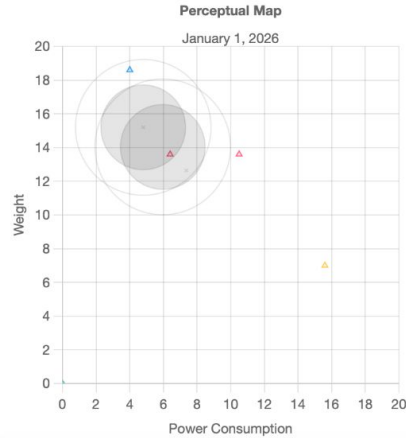


## Research and Development

[Guide](#)

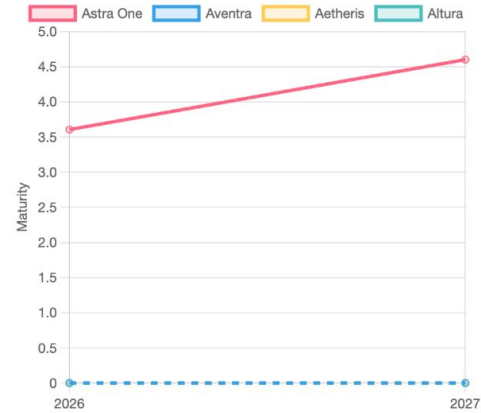
In your company's Research and Development department, you will design your products according to your customers' expectations. Of course, your company's priorities are important here. Sometimes you will need to update your designs by focusing on customer-oriented designs and sometimes by focusing on product costs. The closer you are to what customers expect from you, the more your customers like your products and the more chances you have to make more sales. The opposite is also true. For

January 1, 2026 ▾



Perceived Age

2026-2027



## Products

[Astra One](#)[Aventura](#)[Aetheris](#)[Altura](#)

Power Consumption ?

10.5

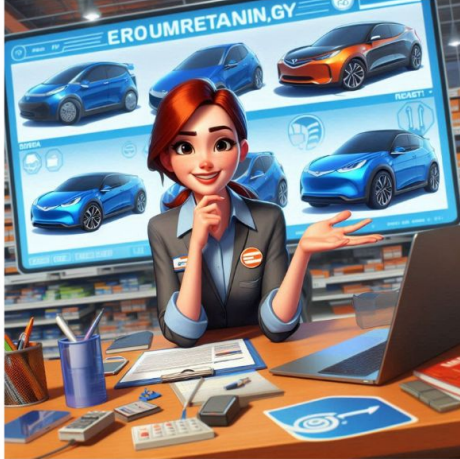
Weight ?

13.6





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## Marketing

Guide

The marketing department is responsible for pricing products, making sales forecasts, promoting the brand, and managing sales.

In this department, the following decisions are made:

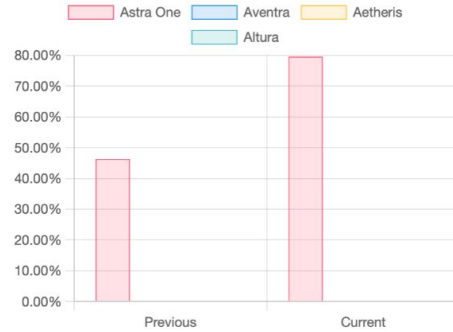
- Determination of product prices
- Determination of budgets for promotions and sales channels
- Anticipated sales quantity for each product

Price

## Investments

Awareness

Accessibility



## Customer Purchasing Criteria

High Segment

Low Segment

Criterion	Expectation	Importance
Ideal Position	Güç Tüketimi: 7.4; Ağırlık: 12.6	33%
Maturity	0.0	29%
Price	\$25.00 - \$45.00	25%
Durability	17,000 - 23,000 Saat	13%

Segment Request 2,294,400

## Products

Astra One

Aventura

Aetheris

Altura

Price

\$18.30

Sales Quantity

1,470,000







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## Production

[Guide](#)

In your company's production department, you will decide how many of your products to produce, how much to invest in which production facility, or capacity and automation planning. In addition, you will take the necessary actions for inventory management, variable costs, investment budgets, cost analysis, contribution calculations and long-term plans in this department.

Get to know the production screen

## Products

[Astra One](#)[Aventra](#)[Aetheris](#)[Altura](#)

### Production Planning

Order Quantity ⓘ

**1,200,000****1,470,000**

Sales Quantity

**1,188,000**

Total Production After Scrap

**0**

Remaining Inventory Quantity

**150%**

Capacity Utilization

### Facility Configuration

Capacity ⓘ

**800,000**

Automation ⓘ

**3.0****\$2,420,000**

Capacity Investments

**\$9,064,600**

Investment Budget

### Capacity Investments

Products	Astra One	Aventra	Aetheris	Altura	Capacity Investments
Capacity	\$0	\$120,000	\$1,700,000	\$600,000	\$2,420,000
Automation	\$0	\$0	\$0	\$0	\$0
Total	\$0	\$120,000	\$1,700,000	\$600,000	\$2,420,000



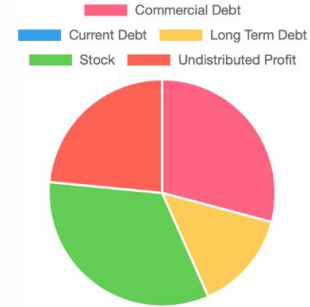
## Finance

[Guide](#)

The finance department of your company is often seen as the most difficult department for many management candidates. The reason for this is very simple, whether the company goes bankrupt or not is entirely in the hands of the manager of this department. If the company fails, there is a loan shark in the system and he gives you the money you need at a high interest rate. But he expects you to pay as soon as possible. Therefore, you will be able to track all of your company's operations and investment

### Proforma Cash Flow Statement

Cash From Operating Activities	(\$12,682,385)
Cash From Investing Activities	(\$2,420,000)
Cash From Financing Activities	\$1,282,600
Net Change In Cash	(\$13,819,785)
Starting Cash Position	\$6,073,594
Closing Cash Position	\$0



### Cash From Financing Activities

#### GENERATE CASH

**Short Term Debt** 9.17%  
Borrow Short Term Debt ⓘ

\$0



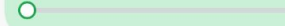
**Long Term Debt** 11.17%  
Borrow Long Term Debt ⓘ

\$1,282,600



**Stock**  
Issue Bond ⓘ

\$0



#### SPEND CASH

**Long Term Debt**  
Retire Long Term Debt ⓘ

\$0

**Stock**  
Buyback Bond ⓘ

\$0

**Stock**  
Issue Dividend ⓘ

0.00





## Indicators

2026 Forecast vs 2025 Actual

Sales Revenue	Profit	Share Price	Contribution Margin	Emergency Loan
\$26,901,000	(\$16,189,579)	\$1.00	(\$17,354,330)	\$7,746,192
\$42,000,000	\$4,769,901	\$12.97	\$11,412,670	\$0
↓-36%	↓-439%	↓-92%	↓-252%	

## Proforma Income Statement

Sales Revenue	\$26,901,000
Variable Cost	\$44,255,330
Material Cost	\$31,588,920
Labour Cost	\$12,347,330
Inventory Carrying Cost	\$0
Scrap Cost	\$319,080
Other Costs	\$0
Issue Bond Cost	\$0
Buyback Bond Cost	\$0
Write Offs	\$0
Periodic Cost	\$7,074,848
Sales Budget	\$3,100,000
Promotion Budget	\$2,450,000

## Proforma Cash Flow Statement

Cash From Operating Activities	(\$12,682,385)
Profit	(\$16,189,579)
Depreciation	\$1,121,333
Write Offs	\$0
Change in inventory value	\$0
Change in accounts payable	\$1,127,610
Change in accounts receivable	\$1,258,250
Cash From Investing Activities	(\$2,420,000)
Cash From Financing Activities	\$1,282,600
Net Change In Cash	(\$13,819,785)
Starting Cash Position	\$6,073,594
Closing Cash Position	\$0

## Proforma Balance Sheet

Total Assets	\$14,540,417
Current Assets	\$2,241,750
Fixed Assets	\$12,298,667
Plant and Equipment	\$16,820,000
Accumulated Depreciation	\$4,521,333
Total Liabilities	\$13,661,202
Short Term Liabilities	\$10,378,602
Long Term Liabilities	\$3,282,600
Total Equity	\$879,215
Common Stock	\$3,000,000
Retained Earnings	(\$2,120,785)
Total Liabilities & Equity	\$14,540,417



## Summary

Guide

### How do I upload decisions to the system?

On the Summary screen, you can see the summary information of the decisions you have taken. Here you can review your decisions for the last time and upload them to the system. We have two different options for uploading decisions. One is user decision and the other is team decision. User decisions are only records made from your account and on the device you are working on. It does not affect company results. Team decision is the option where you can

## Summary

### Decision

User Decisions

Team Decisions



Revert to previous round  
data



Save as user  
decision

Create team  
decision

Product Name	Astra One	Aventra	Aetheris	Altura
Research and Development	-	-	-	-
Power Consumption	10.5	4.0	15.6	0.0
Weight	13.6	18.6	7.0	0.0
Durability	21,000	4,000	11,000	0
Marketing	-	-	-	-
Price	\$18.30	\$0.00	\$0.00	\$0.00
Promotion Budget	\$2,450,000	\$0	\$0	\$0
Sales Budget	\$3,100,000	\$0	\$0	\$0
Sales Quantity	1,470,000	0	0	0
Production	-	-	-	-
Order Quantity	1,200,000	0	0	0
Capacity	800,000	10,000	170,000	100,000
Automation	3.0	1.5	1.0	0.0
Finance	-	-	-	-
Short Term Debt				\$0
Long Term Debt				\$1,282,600
Retire Long Term Debt				\$0
Issue Bond				\$0
Buyback Bond				\$0
Issue Dividend				\$0.00

**Ask me  
anything!**



# Thank you!

Together, we will learn, grow, and succeed. With the strength of our team and the collaboration of our partners, SimAna is not only building simulations—we are shaping the leaders of tomorrow.

***Learning together, succeeding together.***

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