

# Course project: sales presentation

Business



**Product/Service** The product under consideration is an entrepreneurship board game. Board games normally involve counters that are placed or moved on a pre-marked board or surface. Most board games are based on chances, such as rolling of dice, or strategy, or even a mixture of the two (Dubowski, 2004). The board games normally have a goal that a player would aim to achieve. In my case, the board game developed is an entrepreneurship board game, with the name “ Know Your Opponent”. This game involves developing a strategy to win. It also involves only two people playing on a board. The board has pre-marked spaces, and the two people must place counters on spaces where they believe that the customer will derive much satisfaction. Under this game, there are pre-marked spaces identifying different aspects of marketing. This involves advertising, sales reduction, mergers and acquisition, product differentiation. There are two companies in completion, and the two are responsible for manufacturing mobile phones. The companies are company A, and company B. The two companies are supposed to compete for customers by using the mentioned strategies and methods.

In this game, there is a mechanical small robot that acts as a customer and its movements are directly controlled by the actions that the two players will take. This is while playing the game. The winner of this game is an individual who attains the highest number of points while playing the game. The points are attained based on the number of times that the mechanical robot moves to either company A, or company B. The higher the number of times a robot visits the company, the higher the chances that the company will emerge a winner. This type of innovation is disruptive innovation. This is because most board games do not target entrepreneurs. This is a game that will target

entrepreneurs, and people with the desire to learn on business and sales skills. This idea came from the advertisement wars that are depicted on a number of television channels, and the internet. This is for purposes of convincing customers to buy products of the company, as opposed to its competitors.

#### Benefits of the Product:

This product is very beneficial to the customers, and this is because it provides training on how to carry out an effective sales and marketing strategy. This is because the mechanical robot will only respond to a sales strategy that appeals to it (Elias and Garfield, 2012). It is important to denote that the robot is mechanically controlled, and hence it will respond to the best marketing strategy pursued by the players. Furthermore, this game helps in improving the thinking capacity of players (Dubowski, 2004). This is useful in the real life situation, mainly because the players will gain some marketing skills to apply in their business organizations. Through this game, players will know the benefits of taking risks, and the strategies of overcoming the risks under consideration.

This product is more superior when compared to its direct competitor that is, the board game referred as, Know Opportunity. This is also an entrepreneurship game that seeks to build the business skills of its players (Elias and Garfield, 2012). The major difference between Know Opportunity and Know Your Opponent is based on the fact that Know Your Opportunity is mechanical. This is because it has a mechanical robot that responds to strategies developed by competitors. The existence of this robot is the main advantage that Know Your Opponent has over its rival.

References:

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Elias, G. S., & Garfield, R. (2012). Characteristics of games. Cambridge, MA: MIT Press.

Woods, S. (2012). Eurogames the design, culture and play of modern European board games. Jefferson, N. C.: McFarland & Co..