

2018 ANZMAC Strategy Challenge

How well do you know marketing? Can you plan, develop and implement the best marketing strategy to be crowned the 2018 ANZMAC Strategy champion? First prize is a \$1500 research account for the winning team.

The ANZMAC Strategy Challenge pits the best minds from leading universities against each other, in a winner-take-all online strategy simulation.

You may think you have what it takes, but only the best will succeed.

The 2018 ANZMAC Strategy Challenge will involve an online strategy game, based on the market leading 'Business Strategy Game' (BSG) simulation.

Over a 6-week period, teams of three players will be assigned to operate an athletic footwear company that produces and markets both branded and private-label footwear products. These companies will compete head-to-head against companies run by teams from other universities.

The simulation will require each company to manage production, operations, staffing requirements, shipping and inventory, pricing, promotional activity, corporate image, social responsibility and finance. In 2017, the winning team of Jonas Heller, Vicki Andonopoulos and Jake An from University of New South Wales showed they had what it takes to beat the competition.

ENTRY CRITERIA

- This competition is only open to current PhD or postgraduate research students
- A maximum of three (3) members per team
- Students must currently be enrolled at an ANZMAC Institutional Member University. See the link below for details on current member universities:
 - <https://anzmac.wildapricot.org/Institutional-Members>
- If students are from a university that is not an institutional member, their university can become a member by following the instructions at this link:
 - <https://anzmac.wildapricot.org/join-anzmac>
- Past winners (individuals) are not eligible to apply (for 2 years)

PRIZE

First prize for the 2018 ANZMAC Strategy Challenge is \$1500. This prize will be paid directly to the (winning) institution, with the funds to be placed into a research account and divided evenly among the winning team members for research use only.

If you think you have what it takes, contact Gavin Northey (g.northey@auckland.ac.nz) to register your team.

TIMELINE

	Sun	Mon	Tue	Wed	Thur	Fri	Sat	
S e p t e m b e r	2	3	4	5	6	7	8	
			AA/VIM &US (VIA)					
	9	10	11	12	13	14	15	
					Deadline to register		Practice Round .	
	16	17	18	19	20	21	22	
			Decision Round 1 (year 11)				Decision Round 2 (year 12)	
	23	24	25	26	27	28	29	
				Decision Round 3 (year 13)			Decision Round 4 (year 14)	
O c t o b e r	30	1	2	3	4	5	6	
				Decision Round 5 (year 15)				Decision Round 6 (year 16)
	7	8	9	10	11	12	13	
							Decision Round 7 (year 17)	
	14	15	16	17	18	19	20	
						Decision Round 8 (year 18)		
	21	22	23	24	25	26	27	
							Decision Round 9 (year 19)	