Reflection Paper

Platform Wars Simulation

1. What influenced my decision-making in the platform wars simulation? At first, the simulation market share is 50%. The price of the video game console is $250,000 and the competitor’s market share is 50% as well. But the competitor’s console price is $370,000. I made my decision one year at a time; when I do so, I notice the key data changing. I take note on my pricing; changes in my in my royalties, and the new game subsidize changed. My profits with my market share. For example, if I leave all the variable unchanged in the first year at price is $240,000; game titles to 3 subsidize, and royalties 15%, the market share will becomes 69% while my competitor’s market share will becomes 31%, at the end of the first year. However, I reduced the console price to 80, game titles to subsidize to 0, and the royalties to 35%. My market share becomes 99%, and the net profit is $620.5m.
2. The practiced that influenced my decision-making in the simulation are the three variables which increase my market share and earn me a maximum net profit. The practices from my experience and education that affected my decisions in the simulation would be the use of computer. Because before I came to the United States, I couldn’t operate the computer then. But due to the computer information system class I took, I was able to manipulate around to my understanding. For example, I can use Microsoft word, excel, PowerPoint and all perfectly now.

Works Cited

<https://mitsloan.mit.edu/LearningEdge/strategy/SonysBattle/Pages/Battle-for-Video-Game-Supremacy_Sterman.aspx>.