

A SYNOPSIS OF WHAT STUDENTS WILL BE DOING IN THE WEEK-LONG PROGRAM

ABW Manufacturing Simulation

The ABW manufacturing simulation challenges participants to take over and run a manufacturing facility. The company has been in operation for two years before the takeover. Each company starts with three basic technology factories and has the option of buying up to another two to make a total of five factories. Each factory starts with one employee team on single shifts working under standard management systems. All companies take over the operation with exactly the same history and run the company usually for the next eight quarters. The object of the simulation is to have the highest share price each quarter by making the best decisions regarding operations, marketing and financing of the factories, in competition with the other factories in the market. The share price is a formula based on market share, return on assets, debt ratio and return on equity.

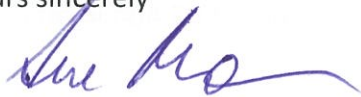
All companies participating in the simulation are offering the same type of product – sporting goods, i.e. golf clubs, tennis racquets etc.

That you are all offering a similar product is a necessary feature of the simulation because it enables comparisons between similar companies. In the real world of business, a comparison of the performance of Ford versus Holden is relevant because they both make cars, but a comparison between Coca-Cola and Qantas is not relevant because their products are so different.

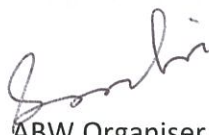
We have assumed you have little or no knowledge of running a business so you will receive some support in the form of mentors.

The program is an intensive learning experience, and students will find it challenging, enjoyable and rewarding.

Yours sincerely



Principal



ABW Organiser



Year Advisors (Year 10)

For further information, contact:

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ABW Enterprise Education – 2019

Canterbury Girls High School provides a high standard of education to its students. The school and the teachers are committed to offering a diverse range of extracurricular activities. ABW (Australian Business Week) is an extracurricular activity that the school is offering its students.

ABW will run for students in week 6 of Term 4 (18-22 November 2019). All Year 10's are expected to participate in this program. This program will run in partnership with Ashfield Boys High School. We look forward to Year 10 Ashfield Boys joining our Year 10 girls in the Australian Business Week activities.

During the week-long program, students in teams learn about business by running their own company. Each team competes against others operation in a computer business simulation of the Australian economy. To succeed, students learn all the basics of business operation from profit and loss through to planning and marketing a new product. On the last day, there is a trade display of all the companies' new products. Parents, carers and other members of the school and business community are invited to attend this event. Representatives judge the students' work from various businesses and schools.

The ABW enterprise charges a registration fee and a participation fee. Though the school takes a huge share of the running cost and the registration fee, the parents/guardians/sponsors are requested to contribute the participant fee of \$60.00. All families will be invoiced for this student event. Payment should be finalised by 15 November 2019. This can be paid off over the next 4 months.

This activity is an extracurricular component of the education program at Canterbury Girls High School. We encourage all students to become actively involved in this high-quality educational program. Could you please fill out the attached permission note and have your child return it to the box at the front of HT Admin office by 10th September 2019.

Please complete below and return to the box at the front of HT Admin office near Office C.

Student's name: _____

I give permission for my daughter to participate in Australian Business Week during Week 6 of Term 4 2019.

Parent/Carer's Name: _____

Parent/Carer's Signature: _____

Date: _____