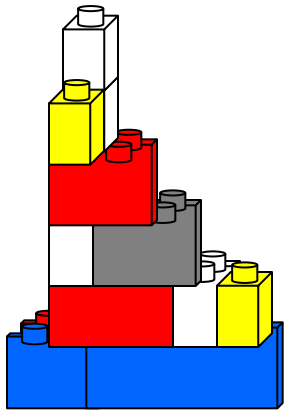
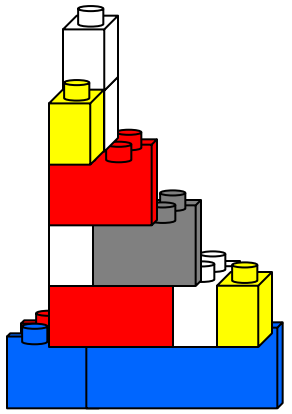
DARDEN
UNIVERSITY of VIRGINIA

GAZOGLE SIMULATION



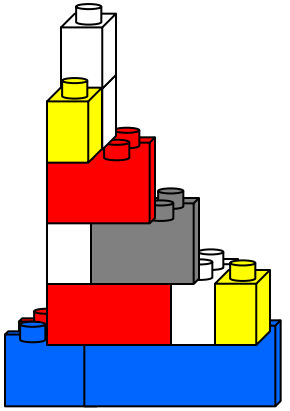
Objectives

- Experience Total Quality Management (TQM), Re-engineering, Mass Customization, and Lean Production Principles.
- Identify some issues related to implementing Higher Performance Organization principles.
- Have fun while learning!



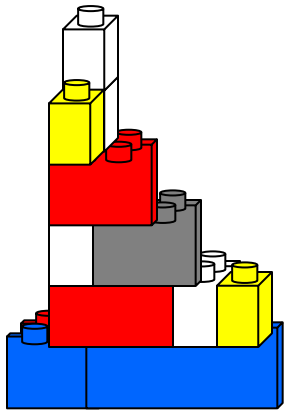
Object of the Game

- Satisfy your customer's needs by producing what the customer orders, when the customer orders it, at the quality level the customer requires.
  - Quality, Delivery and Flexibility



Procedures

- Teams meet to discuss production layout and plan for first month's production.
- Play first 4 weeks (1 min. per week). Team must produce number of products ordered each week.
- Calculate score.



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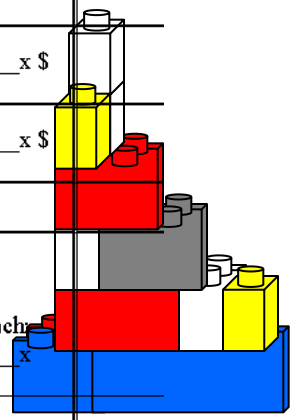
GAZOGLE PRODUCTION SCORECARD **TEAM NAME:** _____

Production Results	Week 1	2	3	4	First Month Totals	Week 5	6	7	8	Second Month Totals	Week 9	10	11	12	Third Month Totals
A. Amount Ordered															
B: Amount Delivered															
C: Amount Lost Sales															
D: Amount Good															
E: Amount Defective															

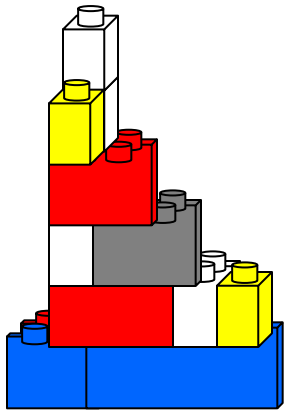
(Audit notes: Amount Ordered = Amount Delivered + Amount Lost Sales ; Amount Delivered = Amount Good + Amount Defective)

Financial Results								
	Costs: # workers: ____x $100 =		**Costs:** # workers: ____x $100 =		**Costs:** # workers: ____x $100 =			
	# tables: ____x $ 20 =		# tables: ____x $ 20 =		# tables: ____x $ 20 =			
	# lost sales: ____x $ 10 =		# lost sales: ____x $ 10 =		# lost sales: ____x $ 10 =			
	# defective: ____x $ 20 =		# defective: ____x $ 20 =		# defective: ____x $ 20 =			
	# inventory: ____x $ 5 =		# inventory: ____x $ 5 =		# inventory: ____x $ 5 =			
	Total Costs		**Total Costs**		**Total Costs**			
	Total Revenues: # good Gazogles delivered @ $30 each: ____x $30 =		**Total Revenues:** # good Gazogles delivered @ $30 each: ____x $30 =		**Total Revenues:** # good Gazogles delivered @ $30 each: ____x $30 =			
	Net Profit (loss)		**Net Profit (loss)**		**Net Profit (loss)**			



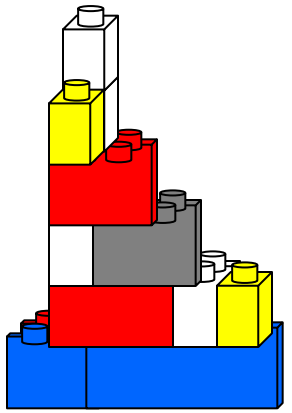
Procedures

- Quality improvement team meeting. The team meets, evaluates its work, determines changes it wants to make in production process, layout, etc.
- Play weeks 5-8.
- Calculate score



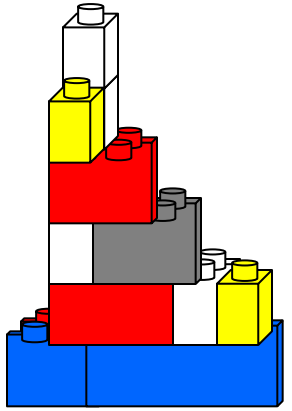
Procedures

- Second quality improvement team meeting. Team determines additional changes. Play weeks 9-12, 13-16, 17-20, etc.
- Calculate score.
- Reconvene. Discuss game, what happened, what helped, what would have helped. What are the learning outcomes?



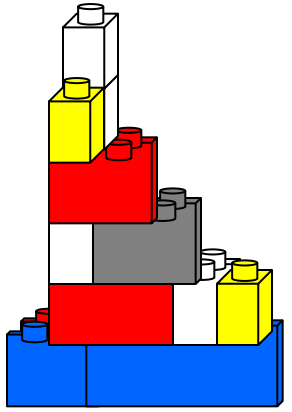
Simulation Rules

- The initial layout (placement of tables, Lego pieces, etc.) cannot be changed in the first 4 weeks.
- During the quality improvement team meetings, there will be (almost) no constraints on improvement suggestions.



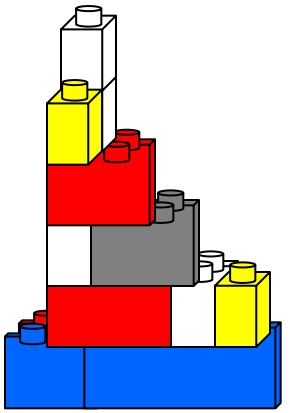
Simulation Rules

- After the first 4 weeks, the team can change any of the following:
  - Seating arrangement
  - Placement of tables
  - Placement of blocks on tables
  - Number of people assembling
  - Design of assembly process



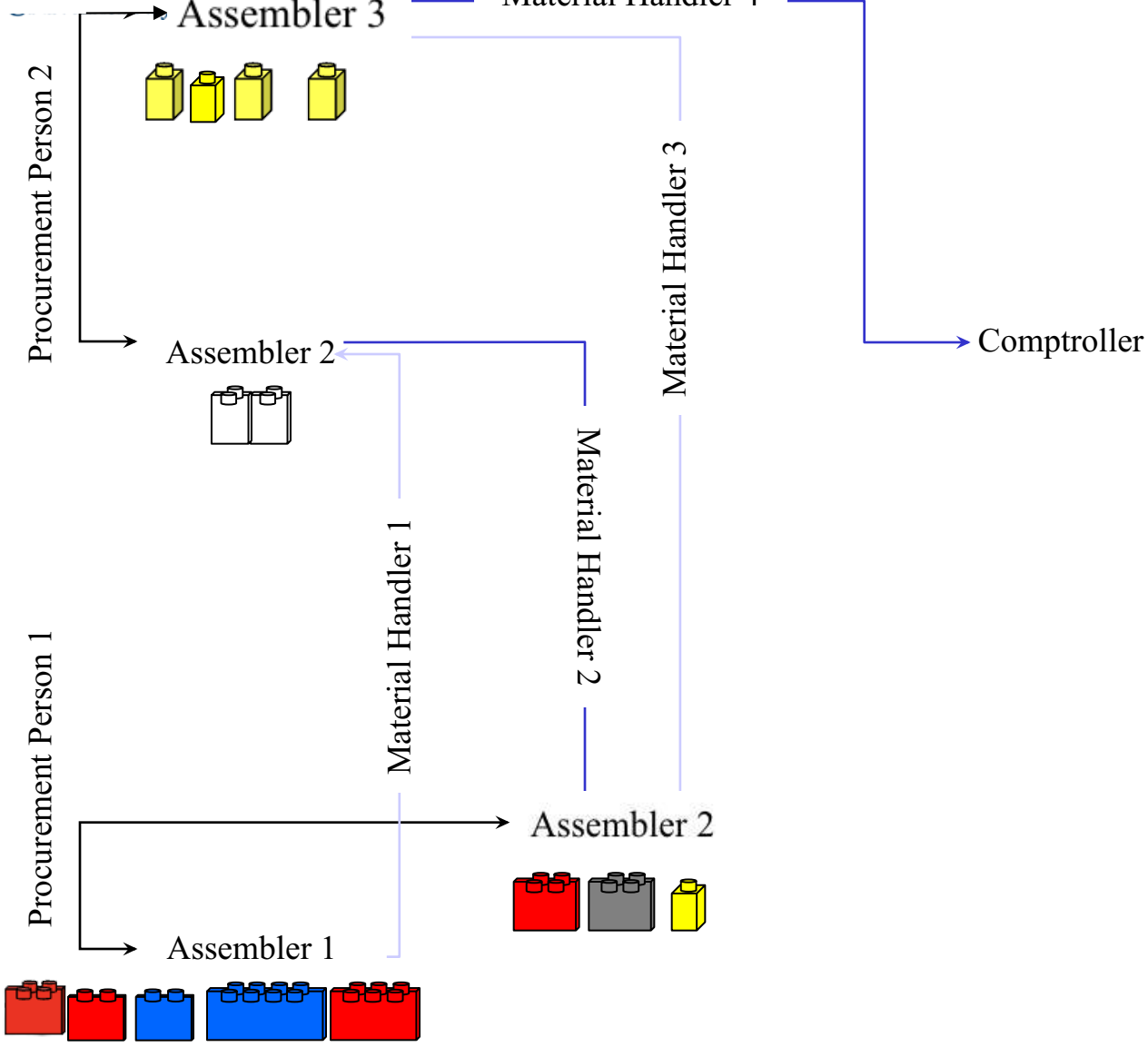
Simulation Rules

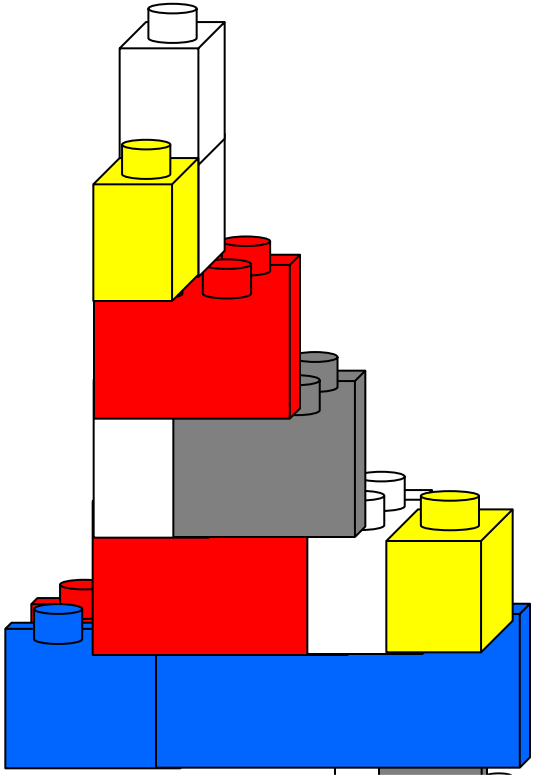
- The shape of the product cannot be changed (unless the customer makes the change). Remember the customer knows what, when and the quality wanted.
- Only perfect products are accepted. This customer is very picky! The customer does not care about color, but the shape must be right.



GAZOGLE®, INC.

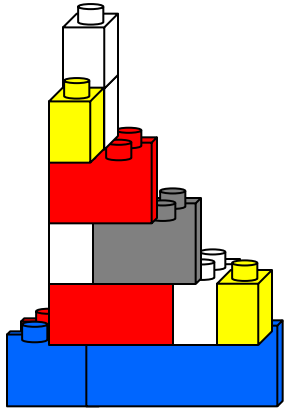
Schematic Product Flow
View Number One





Elliott N. Weiss, a professor at the Darden School of Business at the University of Virginia.

Developed Gazolge to teach business efficiencies in 1989



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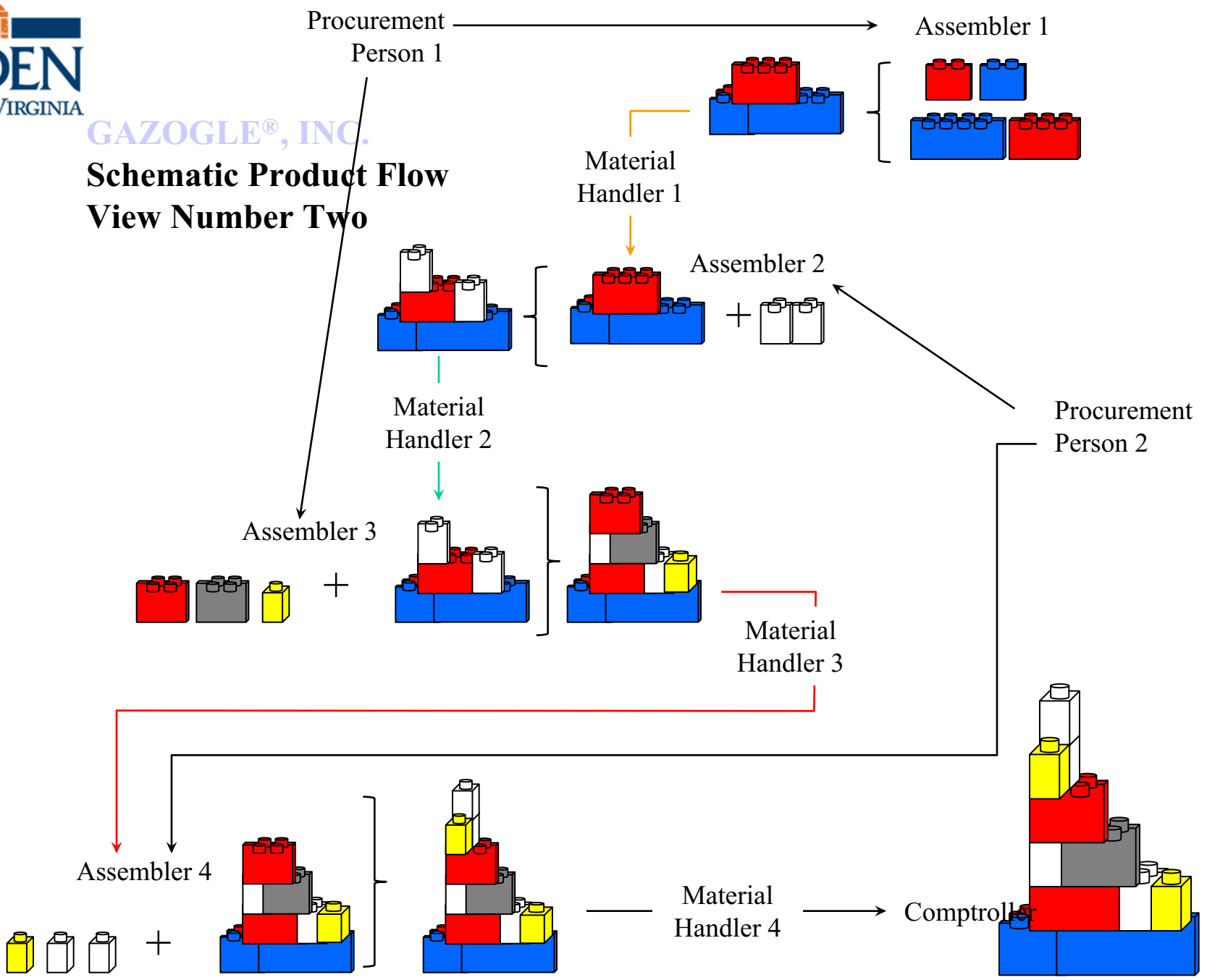
Schematic Product Flow
View Number Two



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