Pricing Simulation: Universal Rental Car

Teaches the principles of pricing in a dynamic and realistic management environment.

Students play the role of a regional marketing manager responsible for pricing a fleet of rental cars across cities in Florida.

Can be used in class or as homework. Ideal for undergraduate and MBA courses in Marketing, Strategy, Microeconomics, and Operations Management.

The process of sampling and adopting any of our online simulations is simple:

1. Call customer service at +91-022-27578668

2. If you adopt the simulation, you will be given a specific link to give your students.

3. Students access the simulation using the link you provide to them. Each student can pay for individual use online via credit card, or your institution can pay for all students in a single payment.
The simulation dashboard provides a high-level view of real-time information and navigation options.

Students prepare once (with how-to video, summary, and scenario-specific information); then each round of play requires students to analyze and set pricing decisions.

Students learn fundamentals of a segment-based pricing approach.

Students see how to optimize inventory through pricing to manage both stockouts and excess inventory.

Students must account for the likely competitive and market responses to their pricing decisions.

The simulation fosters a sense of competition among players by allowing students to view other students’ cumulative profit “scores” and notes on strategy.

The simulation fosters a sense of consumer sensitivity to changes in price.
The simulation measures students on cumulative net income and forces them to account for cost structure in decision making.

A market research report presents competitive and market data to provide the context for more informed decision making.

A breakeven pricing tool allows students to learn fundamentals of marginal math calculations.

The simulation filters information based on the city selected. Students learn to account for demand differences across regions as they relate to pricing strategy.

The simulation includes 11 rounds (or “months”) in which players enter prices. Each “month,” students react to prior decisions and assess/interpret data to reinforce learning.

Each set of information displayed on the dashboard can also be exported to Excel for detailed student analysis.

Developed in partnership with Forio Business Simulations
Authored by:
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- Universal Fleet Size: 829,157
- Competitor: 1,052,600

- Universal: $44.33
- Competitor: $37.15

- Weekday Universal: 94%
- Competitor: 71%

- Unit Sales: $1,941,519

- Market Share:
  - Universal: 44%
  - Competitor: 56%

- Breakeven change in volume: 0.00%
- Breakeven change in revenue: 0.00%

- Universal: $36.43
- Competitor: $31.57

- Full Report >

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Simple but powerful administration tools allow professors to set learning objectives for the simulation.

**Pricing Simulation** Universal Rental Car

Simulation is Open to Students ✔

Scenario A: Introductory Pricing Simulation
Scenario B: Intermediate Pricing Simulation
✔ Scenario C: Advanced Pricing Simulation

Scenario Name (visible to students):
Scenario C: Advanced Pricing Simulation

Scenario Description (visible to students):
In this scenario, you set separate weekday and weekend prices in Tampa, Orlando, and Miami. Demand for cars varies.

Use Weekend Pricing ✔

Use Regions: ✔ Tampa ✔ Orlando ✔ Miami

Demand Growth 🟢 No Growth
🟢 Growing Demand
🟢 Shrinking Demand

Include Demand Seasonality ✔

Competitor Price Strategy Manage Capacity with Price ...

Allow Capacity Changes Every Three Months ✔

Log out credit high scores

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OTHER ONLINE SIMULATIONS
from Harvard Business Publishing

Finance: M&A in Wine Country
In this simulation, students play the role of the management team at one of three wine producers: Starshine, Bel Vino, or International Beverage. Each player evaluates merger and/or acquisition opportunities among the three companies and then determines reservation prices, values targets, and negotiates deal terms before deciding whether to accept or reject final offers. This simulation is ideal as a capstone experience in first-year MBA finance courses and is also appropriate for elective courses in Mergers and Acquisitions, Valuation, Negotiation, General Management, and Strategy as well as in advanced undergraduate courses and executive education.
#3289

Finance: Blackstone/Celanese
This simulation recreates the landmark acquisition of Celanese AG by the Blackstone Group in 2003. Students take on the role of either Celanese or Blackstone and conduct due diligence, establish deal terms, respond to bids and counterbids, and consider the interests of other stakeholders. This internationally based scenario uses euros as currency and is ideal for second-year MBA courses in Private Equity, Valuation, Due Diligence, Deal Structuring, and Mergers and Acquisitions.
#3712

Leadership and Teams: Everest
The dramatic setting of a Mount Everest summit expedition teaches group dynamics and leadership. Teammates must share information to maximize group achievement. This simulation is ideal for Organizational Behavior, Group Dynamics, and Leadership courses.
#2650

Operations Management: Benihana
Based on the best-selling HBS case, this simulation covers fundamentals in service and operations management. Students are challenged to develop the most profitable overall strategy for the restaurant by improving throughput, optimizing bar and restaurant layouts, and reducing demand variability.
#2653

Strategic Innovation: Back Bay Battery
This simulation puts students in the role of product development managers, in which they must balance financial goals with the need to innovate, capitalize on new opportunities, and guard against disruptive technologies—all while evaluating decisions in the context of nebulous market information and financial performance criteria constraints.
#2656

Supply Chain Management: Root Beer Game
This version of the classic Beer Game is enhanced by powerful administrative features: instructors can run any number of configurations simultaneously in the same class and results are tracked in real time on the administrator screens and are immediately available in debrief-ready graphs at the end of the game. Also included: “how-to” and debrief videos, Teaching Note, and a comprehensive facilitation guide.
#3101

Global Supply Chain Management
In this online simulation, students make key supply chain management decisions. For the rollout of two models of mobile phones, students take control of managing product design, procurement, and production for four simulated years.
#6107

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