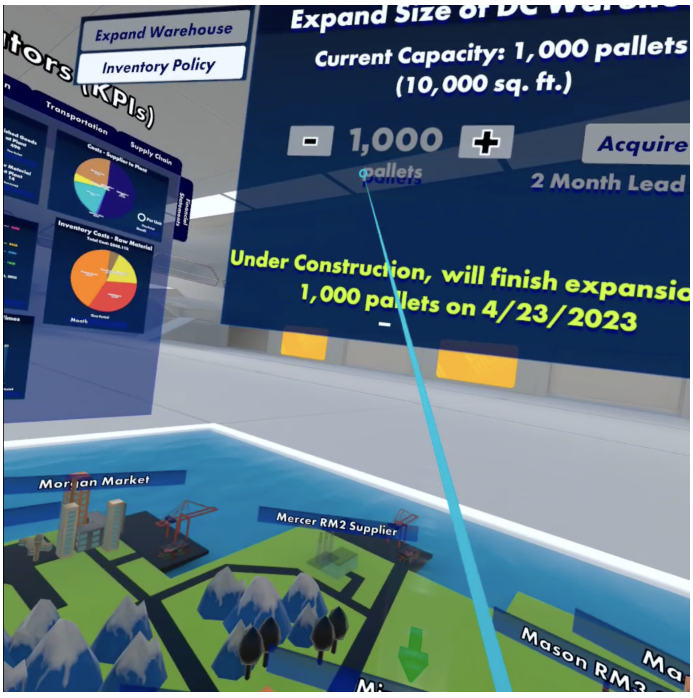
Mountaineer Ice Cream:
Virtual Reality Supply Chain Game
Teacher Support Page

Business - Supply Chain

Overview:

In this experience, you will simulate the supply chain for an ice cream company. Your goal is to get the highest possible profit by serving as many markets as possible. Learn how supply chains work by managing raw material orders, production schedules, distribution strategies, inventory management, and more. This is a single-player experience, but other users can make inputs on the decision to make. Raw Material Suppliers will procure the raw materials for you. They are delivered to the Plant. The Plant receives the raw materials, where they are stored at the Plant's Raw Material Warehouse. The Plant will convert the raw materials into ice cream over three daily shifts, which are stored in the Finished Goods Warehouse. They are sent to the Distribution Centers in full truckloads. The Distribution Centers receive the ice cream, and receives orders from Markets. The Distribution Center then fulfills Market orders by sending them in Less-Than-Load Trucks.

Gameplay Instructions

Mountaineer Ice Cream comes with a Case Study describing the contents of the game. Students should familiarize themselves with the case study before playing the game. Once all students playing are familiar with the case study, they can enter the game through VXR Labs. This is a single-player experience, but other students can give feedback to the player and tell them what to do. The first part of the game is to go through the set-up menu in order to select the settings for the first year of game play. Once all settings have been set, the game begins, simulating an in-game year with real timeflow. From there, the player can select the different Raw Material Suppliers, Plant, Distribution Centers, and Markets to make changes. The KPI's tell you the current status of your operation.