



Robotics Day Vorarlberg Gamification

27th of February 2024, 16:00- 19:00 pm

Location: Room U415

Beer Distribution Game

Registration: lukas.nagel@fhv.at

The Beer Distribution Game functions as a dynamic simulation, offering valuable insights into the consequences of inadequate information exchange. In this interactive workshop, participants take on diverse roles within a beer supply chain – spanning retailers, wholesalers, distributors, and manufacturers. Their mission is to efficiently fulfill incoming orders from the previous stage, ensuring timely delivery while replenishing beer stocks for the subsequent stage. The overarching goal is to optimize the entire supply chain by skillfully managing inventory levels and order quantities.

Engaging in the game, participants grapple with challenges stemming from a lack of shared planning, delayed information flow, and extended delivery lead times. These hurdles often trigger exaggerated responses, resulting in an undesirable increase in overall costs. The primary aim of the Beer Distribution Game is to expose participants to the Bullwhip effect. By actively participating in this simulation, individuals develop a profound appreciation for the significance of effective communication and coordination. The game encourages a holistic perspective of the supply chain, illustrating it as a continuously evolving and interconnected system. Ultimately, the experience fosters a nuanced understanding of the complexities involved in supply chain dynamics.