

MARKET MADNESS

DAY 2: 07/07/26 (Tuesday)

TIME: 3:45 PM to 5:15 PM

VENUE: CLASSROOMS 103 AND 104 (OLD BUILDING)

Event Details:

Market Madness is an engaging business simulation event designed to test participants' ability to make strategic decisions in a constantly evolving marketplace. The event recreates the challenges faced by businesses operating in competitive environments where prices fluctuate, resources are limited, and market conditions change rapidly.

Participants work in teams and enter a simulated marketplace with a fixed amount of capital. Throughout the event, teams must analyze market conditions, evaluate product demand, negotiate deals, and make purchasing decisions aimed at maximizing profitability. As market conditions change, participants must adapt their strategies, manage resources effectively, and make informed decisions under pressure.



Round Overview:

Round 1: Market Entry

Each team receives an initial amount of capital and enters the simulated marketplace.

Round 2: Trading & Negotiation

Teams purchase products based on market information and demand forecasts while competing with other teams.

Round 3: Market Fluctuation

Prices, availability, and demand conditions change unexpectedly, requiring teams to reassess their strategies and make quick decisions.

Round 4: Profit Evaluation

The team with the highest accumulated profit at the end of the simulation will be declared the winner.

Rules:

1. Teams of 4 participants are allowed.
2. Each team will be provided with initial capital.
3. Every round will introduce new products and market conditions.
4. Prices and availability may change during the course of the event.
5. Teams must make purchasing decisions within the allotted time.
6. The team with the highest accumulated profit at the conclusion of the event will be declared the winner.
7. The decision of the judges shall be final and binding.

Event Coordinators:

Mr. Harsh, Mr. Hrithik Srivastava

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