**EMERGENCY CRISIS BACKGROUND GUIDE**

**PCD FORUM-2024**

**LETTER FROM THE EXECUTIVE BOARD**

**Dear Stakeholders,**

**On behalf of the Executive Board, we are delighted to welcome you to PCD Forum 2024, hosted by Birla School, Pilani. We congratulate you on your participation in this unique simulation. Unlike typical forums, this committee will focus intensely on business acumen, critical thinking, and the strategic application of ideas to navigate and resolve imminent crises.**

**This introductory guide is intentionally kept broad, offering a foundational understanding of what to expect from the committee and the areas you should begin researching. Given the unpredictable nature of this simulation, we aim to assess your ability to think on your feet and apply your analytical skills in real-time.**

**While this guide highlights key areas for research, we encourage you to explore beyond the mentioned issues, logically expanding your investigation into related fields. Your preparation and insight should not be limited by what’s provided here.**

**Please note, this committee will feature "substantive" intervention from the Executive Board, which is distinct from most simulations you might have experienced.**

**Our goal with this guide is to give you context, a starting point rather than a detailed roadmap. It’s designed to be a 'background' guide, not a comprehensive 'study' guide. The latter, we believe, hampers the growth of delegates by focusing too much on spoon-feeding information. Instead, we’ve crafted a guide that will challenge you to think critically, setting the stage for your own research and strategic planning.**

**Given the dynamic nature of the committee, we will allow delegates to access the internet during sessions to better navigate the challenges that will arise.**

**We look forward to seeing you at the conference, tackling real-world business hurdles. Best of luck, and get ready for an engaging, thought-provoking experience!**

**WARM REGARDS**

**CHITRESH JALAN (CHAIRPERSON)**

**AYUSH SAINI(VICE-CHAIR)**

**ISHAN ROY(RAPPORTEUR)**

 **COMMITTEE INTRODUCTION**

**The Emergency Crisis Committee** is designed to strengthen students' critical thinking and analytical skills during global crises. Students will address various crises, working to resolve them based on the companies assigned to them through The Auction.

The committee is divided into following sessions:-

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| MATRIX REVEALATION | SESSION-1 |
| THE AUCTION | SESSION-2 |
| OPERATIONAL STRATERGY | SESSION-3 |
| FUTURE OBJECTIVES | SESSION-4 |
| TEAM BUILDING | SESSION-5 |
| COLLABORATION STRATERGY | SESSION-6 |
| CRISIS- 1 UNVEALED | SESSION-7 |
| CRISIS-2 UNVEALED | SESSION-8 |
| OPEN DEBATE | SESSION-9 |
| CONTIGENCY REPORT | SESSION-10 |

**COMMITTEE’S SESSION INFORMATION**

**SESSION-1 : MATRIX REVEALATION**

In this session the original matrix (port-folio) will be revealed and the stake holders will be given time to strategize how they will be investing and on which company they will be.

**SESSION-2: THE AUCTION(20 MARKS)**

In this session the stakeholders will be given a balance of a **200 million us dollars** (100 million wallet balance and 100 million debt) respectively. They have to bid on respective companies and the maximum bidding will get that company which will act as their portfolio in their upcoming challenges. Each stakeholder can get only one company. The more you will take dept the less points you will get therefore keep an eye on wallet balance during biding too.

**SESSION-3 : OPERATIONAL STRATERGY (10 MARKS)**

In this session the stakeholders are going to describe how they are visioning their company to work on light off past performance.

**SESSION-4 : FUTURE OBJECTIVES (10 MARKS)**

In this session the stakeholders will describe about the long term and short-term goals of the company and how they are going to achieve it.

**SESSION-5 : TEAM BUILDING**

In This Session the Stakeholders WILL collaborate with one stakeholder each from the remaining sectors so they can address the crisis together

**SESSION-6 : COLLABORATION STRATERGY (10 MARKS)**

In This Session each team will explain why they have collaborated and how will this collaboration will help them in the time of crisis

**SESSION-7 : CRISIS-1 UNVEALED (20 MARKS FOR EACH SESSION)**

In this session the stake holders will solve the problems based on the first crisis which will be revealed at the spot.

**SESSION-8 : CRISIS-2 UNVEALED (20 MARKS FOR EACH SESSION)**

In this session the stake holders will solve the problems based on the first crisis which will be revealed at the spot.

**SESSION-9 : OPEN DEBATE**

In this session each stake holder can put forward any of the questions they want to ask to the stakeholders of other companies.

**SESSION-10 : CONTIGENCY REPORT**

In this session each team will be providing a documentation on how they have managed to solve the crisis together.

**NOTE: FOR THIS COMMITTEE MUCH PRIOR RESEARCH IS NOT REQUIRED BUT EACH STAKE HOLDER IS EXPECTED TO HAVE A SMARTPHONE OR LAPTOP DURING THE COMMITTEE TIME**

# **Company Research Framework**

Understanding a company thoroughly involves analysing several key aspects. Here’s a framework you can use to get a comprehensive view:

**Business Model:**

* Products/Services: What does the company offer? How does it differentiate itself from competitors?
* Customer Segments: Who are the primary customers or target markets?

**Financial Health:** Look at revenue growth, profitability, margins, and liquidity ratios.

**Strategy and Operations:** What are the company's short-term and long-term strategic objectives?

**SWOT Analysis:**

* Strengths: What are the company’s internal strengths?
* Weaknesses: What are its internal weaknesses?
* Opportunities: What external opportunities could the company leverage?
* Threats: What external threats could impact the company?

**Future Outlook:**

* Growth Prospects: What are the company’s plans for growth or expansion? • Strategic Initiatives: Are there any major initiatives or projects underway?

**Partner Ecosystem:** A partner ecosystem refers to the network of external organizations, businesses, and entities that a firm collaborates with to achieve its strategic objectives. This ecosystem is crucial for expanding capabilities, enhancing market reach, and driving innovation.

By examining these areas, you can gain a well-rounded understanding of a company and its position in the market.

Reiterating, kindly do not limit your research only to these points and feel free to broaden your horizons of the research. This is just a list of topics you should cover and is a reflection of the direction in which we intend to see the flow of debate in the committee.

For any further queries kindly feel free to contact the executive board.

**ALL THE BEST TO EACH OF THE STAKE HOLDER!!**