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StartUp Cross Trainees come third in business simulation

The well-known MARGA business simulation is an off-the-job project for Volkswagen's international trainees. The online-based business simulation is organised twice a year by MARGA Business Simulations GmbH in cooperation with the Handelsblatt publishing group and the European School of Management and Technology (ESMT).

The StartUp Cross Trainees team of Anna-Lena Schulz, Charlotte Anabel F. de Brabant, Christoph Giese, Florian Hauser, Jörn Schulczewski and Sebastian Schöniger represented Volkswagen AG in the 2010/2011 autumn competition. As the management of a simulated company their task was to maximise the value of their company and compete successfully with the other teams. The trainees applied their motivation and ambition to achieving the shared target of reaching the live finals out of a field of 510 competitors from 37 different companies.



Team work during the live finals at the Schloss Gracht castle

In several rounds held over a period of six months decisions were taken on the subjects of R&D, Marketing, Production, HR and Controlling and Finances. With structured analyses, teamwork and fun our team dedicated itself with commitment to the success of its new company, which offered three products on four markets. One exciting and challenging feature was the intercontinental communication which the collaboration among the trainees required. Because a project abroad is an integral part of the trainee programme, the communication sometimes had to cover four time zones, ranging from Argentina and the USA via Germany to China.



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In addition to understanding the complex interrelationships, which was common to all members of the team, other factors which contributed to their success in MARGA was their mutual trust and the knowledge that they could rely on one another. After a number of qualification rounds and victory in the semi-finals, the team finally succeeded in reaching the live finals at the Schloss Gracht castle near Cologne. In these special surroundings and with an attractive accompanying program management decisions had to be taken under time pressure, which led to the Volkswagen team achieving third place. This special achievement and the exchange of experiences with the other teams in the finals rounded off a competition which had been both intense and instructive.



Florian Hauser, Sebastian Schöniger, Anna-Lena Schulz, Charlotte Anabel F. de Brabandt (f.l.t.r.)