Business Simulation Game

Here are the business results for 10 players (company) for the past year. The most profitable company is Player 8. They set a price of $968 per policy, provided a capacity of 359,000 policies and spent $15 million on advertising. They made a profit of $113 million for the year.

The policies sold in the year depend on the price and the advertising. Player 8 must have received demand for more than 359,000 policies but their sale is limited by their capacity. If they increased the capacity, they will have to incur a higher expense (as it is related to capacity).

Player 2 achieved the lowest profit of $18 million. They set a price of $1,000 (which is too high) and their received demand lower than their capacity.

Player	Price	Capacity	Sold	Premium	Claim	Expense	Advert	Profit
Player 8	968	359	359	347,512	161,550	57,440	15,000	113,522
Player 5	952	343	343	326,536	154,350	54,880	24,000	93,306
Player 7	905	360	360	325,800	162,000	57,600	17,000	89,200
Player 10	880	366	366	322,080	164,700	58,560	12,000	86,820
Player 3	903	316	316	285,348	142,200	50,560	12,000	80,588
Player 9	880	349	349	307,120	157,050	55,840	14,000	80,230
Player 1	888	359	359	318,792	161,550	57,440	22,000	77,802
Player 4	980	369	255	249,900	114,750	59,040	22,000	54,110
Player 6	843	310	310	261,330	139,500	49,600	26,000	46,230
Player 2	1000	375	183	183,000	82,350	60,000	22,000	18,650

Question:

If you are told that the claim rate for next year is the same, and the market demand is the same, what will be the price that you set for next year, the capacity that you will provide and the advertising expenditure that you will make next year? Will you follow the current strategy of player 8? Why and why not?