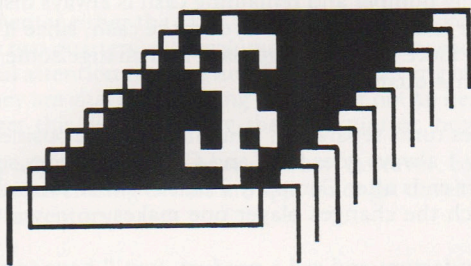


# IN THE CHIP\$



IBM PC™ and PCjr™ Version

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## Description

**In The Chips** is a one or two player business and marketing game. Each player is responsible for developing new products, setting production and pricing and determining advertising levels.

To be a successful entrepreneur you'll have to skillfully manage your financial resources, as well as use your logic and intuition to spot the hottest sellers and gear up your manufacturing facilities to meet the demand. Don't over-produce, though, since you'll find yourself stuck with unsold inventory at the end of the game and have to dump it at half price!

## Scenario

You've started your business by investing \$100,000 in cash in the company. If two opponents are playing, you'll each have to choose either Company number 1 or Company number 2 (abbreviated CO#1 and CO#2 on the screen, respectively). If your opponent is the computer, you'll always be Company #1. Your company number and remaining cash is always displayed in the upper center of the screen. Keep your eye on the cash, since if you run out you can't spend any more unless you go back and change some of the levels you set previously that quarter.

Each player takes turns separately, administering the business on a quarterly basis. Company 1 always goes first, and Company 2 goes second. Note that since the quarter ends after Company 2 takes his/her turn, the second player should not watch the changes player one makes.

In order to manufacture and sell a product, you'll have to first develop it in your R&D department. Development costs twenty thousand dollars for each of your potential products: ZURN, CHIPS, PIPES, ASTRO, and XATAR. Because you only start out with \$100,000, it will not be possible to develop all the products initially; thus products which you develop first will have a big influence on your eventual success in the game.

You then walk over to your Manufacturing plant and set inventory levels for each product. Production costs \$10 per unit, and your Warehouse shows you an up-to-date graph of how many of each product you have. You want to produce enough to meet demand, but if you overproduce, your valuable cash resources will be tied up in unsold inventory!

Your next stop should be the Sales Office where you set the price at which each item retails. This could be the most critical part of your company's life: set the price too high, and your opponent might undercut you or the public's demand for the product may be low; set the price too low, and you won't be profitable enough to recover your development and advertising costs!

Finally, you must be sure to pay (literally!) attention to the outstretched hand of Advertising. Unless you advertise, nobody will have heard of your company or its products, and you'll have a hard time getting sales. Your advertising dollars must be divided between the products you have developed, which means that as you develop new ones you have to spend even more of your hard-earned money to advertise. Of course, you can always hope that your opponent creates a market through advertising, but don't depend on it!

## Starting the Game

1. Make sure your computer is off.
2. Insert your IN THE CHIPS disk into the disk drive (use the left-hand drive on the PC) with the label side up; close the disk drive door.
3. IF YOU HAVE A JOYSTICK — plug it into the left-hand (viewed from the rear) joystick port.
4. Turn your computer on.
5. In a few moments the title page will appear.

IF YOU HAVE A JOYSTICK — Calibrate it by moving it to the upper left, then the lower right. Press the fire button to begin.

IF NOT — Press INS (or DEL on the PCjr) to begin.

6. If you wait longer than a minute, the program will automatically start playing a game against itself. If you are playing IN THE CHIPS for the first time, it is a good idea to watch the demo for a while to get a better idea of how to play the game. Even during this self-playing demo, however, you can return to the title page by pressing the ESC key twice.
7. While the program is running, be sure to leave the disk in the disk drive.

## Using the Keyboard

It may happen that you do not have a joystick with you when you sit down to play IN THE CHIPS (particularly if you own a PC). Fear not, as the IBM version of IN THE CHIPS is designed to allow all moves to be entered from the cursor control keys on the right side of the keyboard. Whenever an 'UP' move is required of the joystick, simply press the up arrow key; when a 'LEFT' move is required, press the left arrow key; and so on. Whenever you're supposed to push the fire button on the joystick, press the INS key (or DEL on the PCjr). That's all there is to it — you've got a fully functional joystick right at your fingertips!

## Game Options

Before starting any game, you'll see the following options displayed on the screen:

> PLAYER VS PLAYER  
PLAYER VS COMPUTER

NO MONOPOLY  
MONOPOLY

QUARTERS

Move the joystick up and down to select between "Player vs Player" mode and "Player vs Computer" mode. When the ">" symbol points to the mode of your choice, press the fire button to go on to the next set of choices, "No Monopoly" and "Monopoly."

Basically, this option determines how many other companies you are competing with. In "No Monopoly," several other (unseen) companies are sharing the market for each product with you. In "Monopoly," it's just you and your opponent, which means it's possible for one person to monopolize a particular product (by being the only company to get it on the market) — a highly profitable situation! The other difference between the two options is that in the "No Monopoly," there is a minimum selling price of \$10; "Monopoly" has none.

Select the mode you desire as before, then press the button to go on to the next option, Quarters.

A number will appear in front of the word "Quarters" — this is the current number of quarters the game is set for. Your business is run on a quarterly basis, and you can choose from 4 to 32 quarters by moving the joystick up or down. Press the fire button a final time when you are finished.

If you make a mistake, you can always return to the title page by pressing the ESC key twice.

## The Financial Summary

At the beginning of each quarter, and at the end of the game, you'll get a financial summary of your company's status. This screen contains a wealth of information you'll need in planning your tactical and strategic efforts. At the beginning of the game, the screen looks like:

COMPANY 1  
START OF QUARTER 1  
YOUR COMPANY'S FINANCIAL POSITION IS:

CASH	100,000	SALES	0
INVENTORY	0	COST OF	
		GOODS SOLD	0
INVESTED	100,000	ADVERTISING	0
TOT PROFIT	0	NEW DEV'T	0
		NET PROFIT	0
		LAST QUARTER	

The left side of the summary shows your ongoing financial position. At the beginning of the game all you have is a \$100,000 investment. As you manufacture and sell inventory, the INVENTORY figure will change to reflect the total dollar amount remaining in inventory at the end of each quarter. The INVESTED amount always stays at \$100,000, since you can't inject any more money into the company once the game starts.

TOT PROFIT is the proverbial "bottom line;" it shows your running profit for all the quarters you've played thus far. If this number is displayed in black, then you've made a profit; if this number is displayed in red, then you're running "in the red" and have lost money thus far.

The left side of this screen is usually referred to as your company's "Balance Sheet." Note that the sum of CASH plus INVENTORY always equals the sum of INVESTED plus TOT PROFIT (or minus TOT PROFIT, if this number is red), i.e., your Balance Sheet is always "in balance" because the computer does all the arithmetic for you! A Balance Sheet is useful in telling you at a glance where your money has gone: if the total of CASH and INVENTORY is less than the \$100,000 you invested initially, then you've lost money and the TOT PROFIT will be red.

The right-hand side of the summary gives you all the information about how well you did the previous quarter. SALES are the total dollars for the product you sold last quarter; COST OF GOODS SOLD is *always* red, since it shows your total cost (at \$10 per item) of everything you sold last quarter.

Similarly, ADVERTISING AND NEW DEV'T (new development) are also always red, since your company *spends* money on either advertising or development. NET PROFIT LAST QUARTER is the "bottom line" for the previous quarter *only*. If this number is black, then you made money; if it is red, then you lost money. Don't be surprised if you lose money the first few quarters in which you're doing new development.

The right-hand side is normally called an Income or Operating statement, since it shows the income which the company has made in the current period of operations.

You can view the financial status of either Company 1 or Company 2 by pressing the joystick button as many times as you want; the display will alternate between each company.

## Playing the Game

Whenever a financial summary is displayed, you can always start the next quarter by holding the button down and simultaneously moving the joystick either right or left. Company 1 always goes first; your president, who's in charge of running around to all the various facilities, will appear standing still near a building called HOME.

### Summary of Controls

Moving your president, entering and leaving buildings, and changing numbers are always the same for anything you want to do. The following table summarizes how to accomplish each item.

#### ACTION DESIRED

#### WHAT YOU DO

Move player left, right, up or down.

Push joystick left, right, up or down. Note that you cannot move off the path.

Enter a building (R&D, MFG, SALES or ADVERTISING).

Move along path to directly in front of building and continue moving in that direction until your player disappears into building. Note that, for Advertising, your player will not disappear, a man steps from the building.

Leave a building.

Hold button down while simultaneously moving joystick left or right.

Move the cursor from product to product, once inside a building.

Hold the button down; the cursor will cycle from top to bottom through each item.

Move the cursor left or right from digit to digit.

Push joystick left or right when cursor is at desired item. Note that Advertising must be in units of thousand.

Increase or decrease a digit, or develop/undevelop a product.

Push joystick up or down. A \$ sign will appear instead of a digit in R&D to signify that the item has been developed. In MFG, you can't lower the number of units to less than what you started the quarter with. In SALES, you can't lower the price to less than 10 if you chose the NO MONOPOLY option.

End your turn.

Walk your man back down the path to HOME.

During every round you should be sure to do the following:

1. Determine whether or not you can afford to develop any undeveloped products (remember, it costs a whopping \$20,000!). If so, go to R&D and develop them. You cannot 'undevelop' any products you developed in previous quarters,\* or any which have inventory levels set greater than zero.
2. Go to MFG and increase inventory to cover projected sales. You can change each digit individually for each product as described above. However, you cannot decrease inventory to less than you started the quarter with.
3. Go to SALES and adjust prices based on your previous sales. Unless you chose MONOPOLY option, you can't lower your prices to less than cost (\$10).
4. Go to ADVERTISING (all the way to the right of the screen) and pay for advertising. Remember that advertising must be paid for in units of \$1000.

Prior to ending your turn, you can always go back to any of these buildings and change what you did during the current quarter; however, **you cannot change anything you did in the previous quarters.**

Whenever you enter either the MFG or SALES building, you will get a display of the previous two quarters' sales volumes and prices for each item. You should pay very careful attention to these numbers when setting inventory levels and prices, since they are vital in estimating whether or not an item is a "hot seller." You will not get this display during the first quarter, however.

- \* You can stop advertising for a poor product, however, by liquidating its inventory. Your advertising dollars are split amongst developed products with NONZERO inventory.

## Special Keys

Besides doubling as a joystick, the keyboard may also be used to perform a few other functions. These are described below.

ESC key — Pressing this key twice will abort whatever is happening at the time and return the game to the title page. Make sure you want to do this when you press this key!

'W' key — Speeds up/slows down the walker.

'C' key — Changes the color(s) on the screen. Its operation depends on which computer you are using:

IBM PC: Pressing 'C' repeatedly will cycle the background color through all the available colors.

IBM PCjr: Pressing 'C' and then either 'Z', 'X', 'C', or 'V' will change one of the four colors on the screen, depending on the key pressed.

'R' key — "Beams" you into the R&D building.

'M' key — "Beams" you into the MFG building.

'G' key — "Beams" you into the sales building ("Gene's").

(Note, however, that you must walk to advertising and home.)

## **Playing Against the Computer**

If you've chosen to play against the computer, you'll always be Company 1. The computer will begin its turn immediately after your president returns home. When the computer ends its turn, the screen goes immediately to the financial summary display.

## **Ending the Game**

The game automatically ends when the number of quarters you've chosen to play are up. Prior to the last quarter, the financial summary will warn you with: START OF LAST QUARTER. This should remind you that if you don't sell out all of your inventory during this quarter, the game will automatically liquidate any remaining inventory at half price (\$5) and you'll incur a substantial loss on these items!

## **The Winner**

If your TOT PROFIT is black, you've successfully run a profitable business, which makes you a winner already! However, for the more competitive among you, the winner is the person who ends up with the most CASH or, equivalently, the highest TOT PROFIT.

After viewing the final results, you can start another game by holding the button down while simultaneously moving the joystick left or right. You'll see the original title screen displayed, and you can start all over again!