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Capitalism lab manufacturing guide

cleanup This article or section requires cleanup to meet wiki quality standards. Reason: Currently these explanations are not sufficiently clear and do not connect together. You can edit and improve this page. These beginner tips help new players when they first start the game. The game is a detailed simulation of real-world business management. Many theories used in the real world can be applied to the game. Therefore, it can be very daunting when you first play the game using these tips to help you get more comfortable when you first start your company. Content[show]
Beginners TipsEdit These are some tips and tricks for playing capitalism. Start Edit Start by selling products from shipping ports, especially prefer those that need high quality ratings/low rating brands. For starters; sale of animal products, bed & sofa, golf clubs , gold rings in cities with high wages always means profit. Avoid competition Edit Avoid competition at the beginning. Competition results in price wars and lower margins. Expand into unattended service areas first Consider starting an edit to consider cities. Population and pay rates should influence your early decisions about what you produce. Also think about the need to index your goods add value Edit Key to profit are your contribution margins. If you can increase the quality and brand of your goods, your margins will be much better. Make sure you hold them high! Adjusted share capital should be carefully considered. Issuing new shares costs more in the long run, but at the beginning it is cheap. With stocks, you don't have to pay interest, dividends are optional (so it can be seen as free money). But beware that you don't issue as many shares that you lose control of your company! (It will cost you a lot more!) Consider the Rate of Return Adjust Consider the rate of return when deciding on financing. If you borrow too much, your loan repayments will increase. However, if with a loan, you can earn more money than interest is charged, then go for it! Edit Technology Use your product expertise for good! especially if it is in toys or computers, build an R&D center once you feel comfortable to afford it's monthly cost. If you do not want to spend your precious money at the beginning, you can still buy technology from your competitors (like 1.5, 2 years after the beginning of the game) check your competitors to see if someone invented a new product, which are also the most profitable things in the game. For starters; these products can not be produced at the beginning, you need to invent the desired technology in R & D center. Video game consoles, compact cameras, laptops etc When entering a new product line where there is competition, buy tech first! Its very cheap and allows you to start competing very quickly. (I still think the technology is too cheap-Tech AI don't stand a chance procurement edit you'll never have to do it all yourself. Quite often I buy a few You don't have to do everything alone. It can sometimes also be cheaper (especially for minerals) stores to modify use warehouses to consolidate their production (including for semi-finished products). Often one factory is not enough to service all your shops/factories. Use warehouses to achieve this goal (Look at my car line, especially cars for example, I have 9 car factories: They go to two different warehouses, which then transfer the goods to the third warehouse that serves my stores: It would be good in the permeability of warehouses and factories could increase further or even add size XL). Warehouses do increase their overhead though, so watch out for it! The warehouse connects several factories to make it easier for you and retail stores to get goods from one location instead of several. Warehouse sales departments can sell multiple units and then the same department in the factory. Also, the use of warehouses will set out the goods flow from flows to stores, so you don't have to micromanage that yourself. Retail edit Take advantage of the new Product Expertise bonuses and the Department Store Chain. Although having more than one store can partially cannibalize markets, the chain store effect will make up for much of it. Also, the effects of advertising can then be spread across several Stores Supply and Demand Edit Think offers and demand. If the demand for your goods exceeds the supply, increase prices! You'll do more for the item, and its not as if you're cutting sales because you can't sell any more anyway! Product Cycle Edit Be aware of market saturation. You can only do so much from one line. After that, you have to expand into other markets in order to make money. One assortment (With 3-4 products) can usually cost you 600-800million depending on the product if you are completely dominating the market, which is Edit Be careful about advertising. If the line is just making you \$200,000/month in profit, don't spend \$500,000 in advertising! The Edit Input Pin links in the manufacturer's wizard next to the [MORE] button on each input have added a new check box to pin the input. The example shows the screenshot above: Pin you will see: Electronic components 1/20 [left button] [right button] This means that a total of 20 products use electronic components as inputs. You can use the left and right buttons to browse these products. Market Share Information The new market share window has been added to the manufacturer's manual and the Product Details report. It shows the market shares of competitors of the product to be consulted. With it, you could make better informed decisions when it comes to choosing a new product to manufacture. See also: Auto Set Up Factory Production Post here if you have any strategic tips for sharing dudubs Level 3 user posts: 57 Attached: No February 28, 2016 9:15 Am Thank you: 0 Thank you: 1 time #1 Post dudubbs » After May 09, 2016 6:25 pm So I playing this game for about 6 months and I've put enough time in that I think I have enough understanding to help a new player, so it's my attempt to write a guide to production for new players. This game has a steep learning curve from the beginning, so if you're a Day 1 player it may not be very useful, but its more focused on a player who's already gotten to the bottom of retailing from seaports, turning tidy profit and moving into production. It's worth noting I'll talk from my own game situation when the game starts and what you're doing is up to you instead of being guided by the script. So without further adieu here is my strategy and opinions on the best way to go into production. My first gaming strategy is to try to get a mega discount deal in every city before I switch to production. There are occasional situations where you can start a game, open a factory first, turn off internal sales and turn a profit by selling ai retailers, but this is rare for several reasons that I have identified. The first is that products from the seaport are usually of better quality than what you can produce initially, which means retailers will want to sell the first ones, and the second is it takes time for AI to build a retail presence, which means there simply isn't a ton of demand for new products at retail since the beginning of the game. From my experience the best profits in year 1 and 2 come from retailing goods from the port. I use these profits to create new stores and research and development centers that I use for research depending on which product class I specialize in. So if I have random leather goods as my expertise then I & D wallets, leather bags, belts and briefcases first because of the tech bonus I get. Usually I will choose one of the products that are not sold in the port and R & D for 1 year as I will produce this product first and R & D center about 6 months into the game, and all my initial R&D center (in this case 4) built by 18 months. My favorite way to play is with 7 cities and I focus on cities with the cheapest land first. So I usually use my initial investment to open 2 discount megas, use profit and a little debt to open a third a few months later, then build my first R&D center, D center, build your next 4 discount megas and then open 3 more R&D center. I want to note that retail is to build consistent profits and cash flows to support market entry as a manufacturer. The 7 city game doesn't need to build that much retail for that purpose, but it was a very strong opening from my experience and gives me the money I have to do everything else without feeling the pressure to cash in. Another is on production, which can be tricky in this game because just like real life entering the market as a manufacturer often means working deep in red for a certain period of time. When 1 year R & D product ends (not necessary, but helps reduce premature losses) I open to make this product, allows you to just say leather wallets. Then I start opening specialized retail stores (in this case leather store) in all my available cities to sell only wallets that serve several purposes. (opening all these stores and absorbing their losses soon is why you need a strong infrastructure) The ultimate goal is branding when I adopt a variety of brands then every brand I build on wallets in each city is transferred to the rest of the products in the class when I start producing. The secondary goal is to gain a sense of local markets. Some low-wage cities offer retail products so cheap that it's not worth competing in them early and its good to recognize it early in the game. So now that I'm offering my product in every city and I have an idea of which markets I want to focus on and which I want to avoid initially, I'm going to start my advertising campaign. This stage is complicated because it can be counter intuitive. In each of my specialized stores I set an advertising budget of 500,000/month and link it to one sales unit of leather wallets. (make sure you have a business or brand range) As a result, every retailer loses money when they build a brand. However, as your brand rating rises, so does the overall quality of your products. As your overall quality rating increases, you need to constantly adjust prices to keep your overall quality rating slightly above local competition. Eventually you'll raise prices to the point your retail stores are either turning modest profits or at least coming close to breaking even without progress in quality. Once that happens, things start to get easier, every time you raise prices from an increase in brand ratings it just increases your profits, and if you've left the price of your factory selling on your own it will probably generate \$3-4million in profit as well. At this point, you should also have a strong cash reserve to play with. At this point I follow the same strategy I did with wallets to sell everything in the classroom, so in this case it's leather bags, leather belts and leather briefcases. These factories and retail stores should be instantly profitable because of your established brand ratings and more importantly the fact that you don't have to spend any money on advertising in these stores if you want to push your brand. You keep adjusting prices until you match local competitors and I usually see huge profits in my retail stores by the time I hit 75+ quality on my products. Once all your products are established you will keep building more retail stores as 1 leather goods store or other specialty store consumes less than 25% of the retail market even with level 9 shopping and sales units. After that, reverse integration is the key. My biggest mistake in manufacturing when I was getting to the bottom of it was that when demand was greater than supply I built more factories when the problem was that I did not have enough components of the goods to make the most of my units that are grossly cost-effective. Always check the supply lines to your factories, often when supplies outpert demand at this factory, because your purchasing units cant buy enough raw materials to keep up with the production units. I usually retroactively integrate into all my raw materials and components of the goods to avoid this problem. As an example the port can sell leather, but if you have 4 large factories like our example above where leather is the main raw material there is probably not enough leather available that all your factories can work at maximum power and so you need to build a large leather farm to supply yourself. The important thing about reverse integration is the choice of when to do it. If you need to start a natural resources company, you should already have a strong established product line. The way I play when I mine chemical minerals or set up a woodworking mill I don't care if those companies ever make any money, they just exist to stock my factory so I can make money there and in my retail stores. My rule is to retroactively integrate only when I have to make my factories at maximum capacity, and I use AI to sell raw materials and resource components whenever possible. The only time I've had a challenge as my game started this way is against a very aggressive AI with very high initial capital and a very high professional rating because they generally get a technical advantage on the early on. I usually dominate my first industry by year 5 or 6 at which point I usually have \$500 million in free cash flow. From there the world is your oyster, you can implement the same strategy in order to be the first to break into a new class of products, buy tech to compete in an existing class of products, or redeem an existing AI company with a tech lead in another class and use them to transition to a new business. If you can master a 5 year plan dominating 1 product class in manufacturing and retail and retroactive integration to keep your supply lines from disruption then you'll have enough money to play the rest of the game in whatever style you really want. I hope this will help someone because I remember it took me hours and hours to make my first game where production was successful, for me the missing ingredient was the brand rating that following the established allows you to charge that extra premium you need. Anyone with more experience than me, also feel free to add some advice that you think I missed or was unclear acamar Posts: 7 Linked: Fri Jan 08, 2016 15:27 Thank you: 0 I was thanked: 0 #2 Post acamar » Tue May 24, 2016 19:17 Good advice, I just want to add some things. If you can afford it, think about tagging. If I see a product with a high rating and low cost in early play, I get it and put my company's label on it either in the store or, if I can afford it, in a small warehouse. If I have to use the store, yes, I will only have 3 products but the long-term evaluation of the brand's benefit compensates for what Maybe I'll lose soon. I can increase my brand rating faster and gain more brand loyalty when I start marketing my products. I also use warehouses if I want to sell to other companies. If you're just selling what you're doing in your stores, it's not such a big deal, but having a central warehouse where SI companies can shop gives you little extra income and allows you to better manage supply and demand. So instead of having to worry about why two factories have no demand/high supply, and your other two factories are burning with high demand/low supply, all you have to do is look at your stock level. It facilitates the management of multiple factories and supply chains and, most importantly, maximises profit potential. And do not forget about the blanks. If you have a product that uses glass, plastic, electronic components, or steel, definitely start doing that stuff on your own as soon as possible. I start with a small factory and grow it as my factories grow. I've seen a massive shortage of those in some games. Sometimes just making semis and setting up a warehouse to sell your surplus can become a nice cash cow. dudubs Level 3 user Posts: 57 Joined: No February 28, 2016 9:15 Am Thank you: 0 I was thanked: 1 time #3 Post dudubbs » Wed August 10, 2016 4:41 pm Good points, personally I have never used private tagging and I will keep an eye on the occasion. As far as warehouses go, they can definitely be useful to have to sell manufactured goods to AI, but beyond that I find myself finding a lot of purpose for them outside of being a place to consolidate certain goods. For example, with animal products I often find myself with large farms where the whole farm produces lets say frozen chicken. Eventually each farm will produce much higher volumes as its sbu level up, but for most of its growth a single farm producing nothing but frozen chicken will struggle to keep up with the sale of a single sbu at a discount megastore. For this reason, as much as I would like occasionally I usually don't start building farms until after I've developed a strong retail presence and started doing some manufacturing. This gives me the opportunity to build 3 farms at once and connect them all to one warehouse. The caveat is that if supply exceeds demand in your warehouse by enough your third sale sbu rarely gets used, which means you have a farm that is basically idle. In addition to maintenance costs, which means that its quality does not increase over time and can impair the overall quality and value. However, as I wrote that I thought that the idea instead of starting a warehouse with 3 Shopping & Invy & Sale sbus you can instead run the warehouse with only 2 inventory or 2 sales sbus, and this can solve the problem. I'll test it sometime. I'm not sure if I missed private tagging because I really don't need it based on my gaming environment or if it's just surveillance. I usually medium- or high-quality maritime goods with local medium- or low-quality competitors in order to reduce production barriers a little. With these settings, you could probably store making a thin gain sbu almost immediately. Most games I give myself a median income, with competition still very high, with high aggressiveness and very high expense. What it does, or at least what I'm trying to do, is make it so everyone specializes and I can't beat R&D center. D center, whose CEO specializes in furniture and whose CEO specializes in jewelry. This forces me to stick to my own random expertise early on, and from there I can look to expand into all classes of products that you missed. With these parameters I can usually start the game at a discount megastore, build another one in another city, and then set up an R&D center. D centers for each product in my expertise within 6 months. Set all R&D center. D for 1 year and spend the next year to develop a retail presence in cities I want to sell v. 18 months into the game I can start building factories that will usually be able to produce goods of at least 65 quality and I have enough cash reserves to pump brand reviews. The opportunity to cost private labeling more than starting to advertise your own goods early in the game doesn't seem worth it to me. When it comes to semiconductor though, I always end up producing the semi goods that I need in the long run. I usually start researching them after successfully launching my first manufactured products. In the long run, seaports cannot keep up and it takes too long for companies with AI to start producing them. In many cases though, this may be what allows you to compete in outside the professional class, even if you can't be a technology leader in a particular product that has better inputs that can help you compete. This is obviously more valuable if you want to sell food/clothing than computers or something else that is highly tech leveraged. eleaza Level 8 user Posts: 700 Connected: Sat Jul 09, 2016 2:40 PM Thank you: 0 Thank you: 0 #4 Post eleaza » Wed Aug 10, 2016 20:40 Before patch 3.5.08 I was able to use warehouses to inflate my company's revenue for \$10s billion. But it's kind of like a mistake, and it's going to be fixed. However, we can still use the stock to inflate the total sales volume and returns a little, and sometimes even get a profit from it using the stock market, because the market value of the company is overvalued when the income and assets are inflated. In general, I feel that 2 input to 1 output is about the right ratio, but practically probably closer to 3 input to 2 output. And I feel that private labeling is very important not only for getting a brand rating in a timely way, but also for reducing a competitor's ability to get the same product out of port. And in the meantime training to sell and purchase unit level before tech is enough to switch to your own production goods. This is very important for getting a head start from seaport as a retailer using private labeling, with my own brand rating pushing the sale price up, while my competitor's sale with the original shipping port 0 brand product won't be able to get as much profit as I do. However, this applies only to my own planned goods in the future, otherwise advertising expenses will most likely cancel out the extra profit earned. A private label is very useful for tech-oriented products like you mentioned. I was running a test game just the other day to check to customize the goods and CTOs vs R&D center. D subsidiary management (with 4 chronic file storage), and I happened to use private labeling in the first 1992 save, and is able to limit my main competitor's profit as well as increase my own product quality when mixed in retail. Therefore, in the next save in 1993 I was able to merge a competitor of the company and gain full control of the product class. And with integration, I need to use warehouses spread out and joined factories to keep all my retail stores with an almost full monopoly in cosmetics. Also because it is cto testing tech management vs. R&D center. D through a subsidiary using a subsidiary CEO's expertise, and therefore I deliberately chose the wrong class and high-tech oriented products to reduce (my person's expertise is to monitor them, and I have never ventured into agriculture). My company competed in the market just fine, even against high-ranking professional competitors of this class. In the final save in 1996 I even dominated jewelry (later I plan to help my watch producing subsidiaries to sell their products with my jewelry store) Attachments Eleaza-Private label Custom Products and sub RD vs CTO.rar (5.36 MiB) Downloaded 220 times E is for Endear, all cute and plusho L is for luxury, the desire for a wonderful E is for Elate, so others happy is for amete, peaceful nature Z is for Zeal, the appetite for wonderful life is for admirers, you all love me Timofmars Level 2 user Posts: 22 Joined: Fri Mar 01, 2013 5:12 am thank you: 0 Been thanked: 0 #5 Post timofmars » Thu Sep 29, 2016 15:40 I never use discount megastores because they are harder to maximize your sales and use effectively. They basically sell 4x as many things as the smallest shops and cost 4 times as much in every way (building, maintenance, staff and required land), but their customer demand is the same as any other store. To get enough customers to reach maximum sales capacity, you need to build on the most expensive plot of land with very high customer traffic. With specialized stores, you can build almost anywhere and take full advantage of your sales units. Plus specialty stores have a bonus demand for having more of the same type in the city. I also maximize efficiency by have 2 sales units attached to each purchase unit, and I sell only 3 products in each store. It gives you six maxed out sales place 4. Another really important point for manufacturing that many people don't consider is the difference in labor costs between cities. In n with low real wages, everything is cheaper. A city with 30 real wages should cost half the salaries, maintenance, construction costs and land costs compared to a city with 60 real wages. So for most products, it's the cheapest to produce goods in low-wage cities and then export to higher wage cities. Cheap costs more than make up for other shipping charges, except perhaps something like frozen food and eggs. eleaza Level 8 user Posts: 700 Attached: Sat Jul 09, 2016 14:40 Thank you: 0 Thank you: 0 #6 Post by eleaza » Thu Sep 29, 2016 17:10 Timofmars wrote: I never use discount megastores because they are harder to maximize your sales and use effectively. They basically sell 4x as many things as the smallest shops and cost 4 times as much in every way (building, maintenance, staff and required land), but their customer demand is the same as any other store. To get enough customers to reach maximum sales capacity, you need to build on the most expensive plot of land with very high customer traffic. With specialized stores, you can build almost anywhere and take full advantage of your sales units. Plus specialty stores have a bonus demand for having more of the same type in the city. 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And supply fluctuations are not a minor problem in a discount store, except when you may not be selling everything as fast as it can come as you would in small stores (and I use 2 sales units for each purchase unit, so it's very efficient selling 3 products at double output instead of 4 at normal output), eleaza (in CES DLC, it's even more useful when players can artificially create an economic boom for decades, some newly developed products may need 3 to 4 discount floors per product to meet the demand of almost 2 million city dwellers, it is practically possible to find 12 to 16 2x2 specialized stores for each class of products, simply run out of the area of the high traffic index and seriously slow down the game (a dozen stores per city is compared to hundreds of them). And he can build apartments with city funds. E is for Endear, all cute and plusho L is for luxury, the desire for a wonderful E is for Elate, so others happy is for amenable, peaceful nature Z is for Zeal, the appetite for a wonderful life is for admirers, all of you love me Timofmars Level 2 user Posts: 22 Joined: Fri Mar 01, 2013 5:12 am Thank you: 0 Was thanked: 0 #9 Post timofmars » Wed Oct 05, 2016 8:46 am eleaza wrote:Of course 4 specialized store probably has the same capacity, but usually need some training to reach maximum sales capacity, you need to build on the most expensive plot of land with very high customer traffic. With specialized stores, you can build almost anywhere and take full advantage of your sales units. Plus specialty stores have a bonus demand for having more of the same type in the city. I also maximize efficiency by have 2 sales units attached to each purchase unit, and I sell only 3 products in each store. It gives you six maxed out sales place 4. 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Unlike a large store, irregular delivery in 4 small stores will make their sales units (usage remain low value. So in this situation and provided training 4 small stores are usually less efficient and take longer to achieve the same total throughput. It is the nature of the more chaos caused by different traffic indices, different initial conditions, even the order of the built trades, makes the turnover worse for 4 small shops. You can also use one purchase of 2 sales in a discount store as well. The layout is really disrespectful). For supply over demand, with higher quality over quantity strategies, then perhaps in most cases there would be no big difference in education, and perhaps even easier to split sales in small stores than capacity-oversized discount trade. My view is that it really is using 1 for discount trade in strategy than simply easier for administration. High and high profit margin strategies split specialized stores well, at the other end, low profit margins flat retail strategy, as much throughput as possible is the way to go. eleaza wrote: I just buy cheap land and create my own high traffic index areas just by putting a few stores together. This allows you to get a quick start at minimal cost. In the game I started recently on the most difficult difficulty except to have 4 cities instead of 1, I already have stores to buy up all available supplies of all consumer products offered by 4 seaports in the game, and the annual profit shows 60 million so far in October of the first year (although this does not count my profit from the increase in the value of assets, which is 200 million dollars, and this is something that probably you do not get much by buying expensive land downtown), eleaza Level 8 user Posts: 700 Connected: Sat Jul 09, 2016 14:40 0 Was thanked: 0 #10 Post eleaza » Wed October 5, 2016 15:00 Timofmars wrote: I do not know why you would need training for 4 small shops to be equal to one big deal. It should be the same. 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Maybe you can share saved files, with one from the beginning of the game before building anything, like the one you said to achieve 60m profit, and we can a cistym cistym from specialized stores or better placement discount trade to facilitate early profit. Each game and plusy L is for luxury, the desire for a wonderful E is for Elate, so others happy is for amenable, peaceful nature Z is for Zeal, the appetite for a wonderful life is for admirers, you all love me

