Domovti Cars is an interactive case study that has been designed to be used as a role play in class. Students receive information from this application about their specific roles in a negotiation. Each student has a different interest in the negotiation, depending on their role, and thus a different strategy.

This multimedia case study encourages debate in class about the following topics:

- Value chain
- Value System
- Positioning
- Synergies
- Market orientation
Students have the opportunity to take on one of five roles:

- Domovti Cars (executives)
- Gore Motors (competitor)
- Domovti family (owners)
- Government
- Ikarus Group (competitor)