

THE PLAZA

SHOPPING MALL



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In light of changing consumer behavior and fragmented demand, we face new challenges every day. As such, it is critical that employees can adapt to increase competition, maintain a leading position, and grow Loyal Customer portfolio. To achieve those goals, employees must have certain key competencies that can consistently delight customers, namely; Strategic Planning, Consumer Insight, and sharp Execution skills.

The Plaza Simulation was designed for participants to practice 3 skills; Strategic Thinking, Negotiation, and Execution. Through simulation, they will be tasked with 2 business goals;

1. Making Profit – Generate profit for their organization and satisfy their customers
2. Sustainability – Create and maintain a fruitful relationship with other stakeholders



BENEFITS

- ✓ Learning by doing
- ✓ Shorten learning time
- ✓ Immediate Feedback
- ✓ Risk-free environment
- ✓ “Big Picture” view
- ✓ Exchange of perspective with friends and facilitator
- ✓ Fun & engaging
- ✓ Encourage further development
- ✓ Build team-work
- ✓ Opportunity to show their skills

LEARNING OUTCOME

Strategic
Thinking

Negotiation

Execution

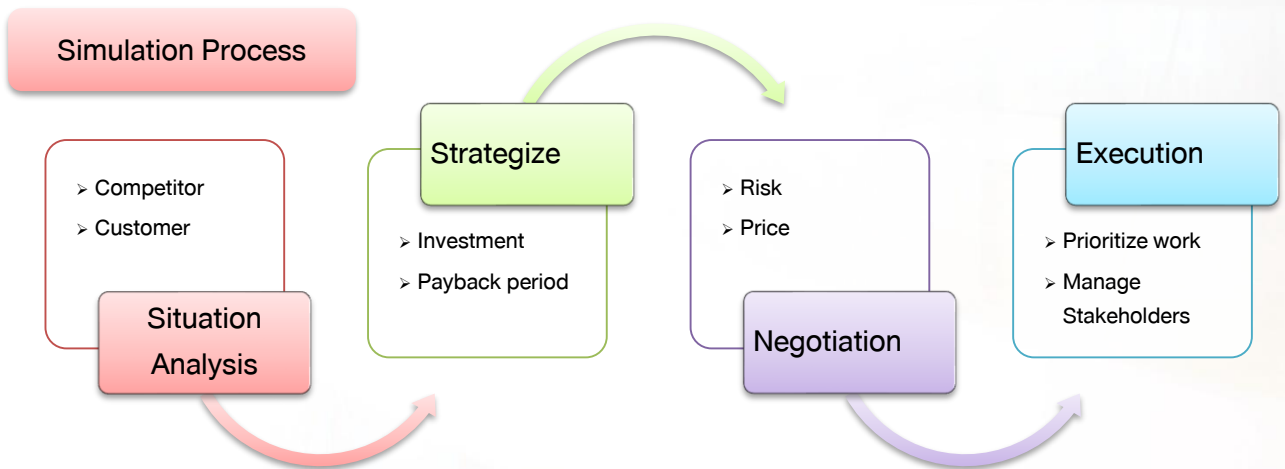
The Plaza Simulation mimics real-world business complication between 3 stakeholders; The Plaza, Merchant, and Shoppers. All three players must interact, buy/sell, trade, negotiate and find ways to work together under situation where their interest conflicts with each other and under time constrain. Each decision thereby critical to their immediate financial result and long-term customer confidence.

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In order for us to cope with increasing challenges, we must find ways to develop our human resource capability and ultimately increase our organization capability. The most effective way to do is through “learning by doing” or as we generally know as “On the job learning”

We, Ingenious Simulation, are proud to present a proven “Simulation Process” that we have revised and improved for the past 5 years, and successfully produce more than 30 business game in such time for thousands of participants from corporate clients.



Developed by Ingenious Simulation Co.Ltd.

Equipment Picture



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If we have a choice, we'd all want new market where there's not much competition, and able to sell our product at high price. But in reality, the new market is very hard to find, because all segments have been occupied; increasing SMEs, more information available, improve marketing tools with higher precision at much lower price. And yet, we often find "new player" who can enter a highly competitive market, and are able to steal a considerable amount of market share from the existing rivals.

The "new player" do not have more capital or more business experience than their rivals. But they do certain things better the old ones;

- ✓ Customer need analysis
- ✓ Strategic thinking
- ✓ Strategic positioning
- ✓ Investment planning
- ✓ Negotiation with partners
- ✓ Execution of their plan



Even though we have carefully plan our strategy, there're still many obstacles that prevent us to successful execute our strategy.

"The Plaza" provide a playground for participants to practice skills that enable "new player" to compete with their rivals, and learn to close "Execution Gap" from experienced trainer.

Half-day program	3.5 hours
Target Audience:	Staff and Managers
Class room size:	40 - 3,000 people

