

THE PLAZA

SHOPPING MALL

COURSE OUTLINE

INGENIOUS SIMULATION

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 mimic 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 confident. Thus, they must collect all information, thoroughly analyze, and carefully plan their action.



COURSE OBJECTIVES : THE PLAZA

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

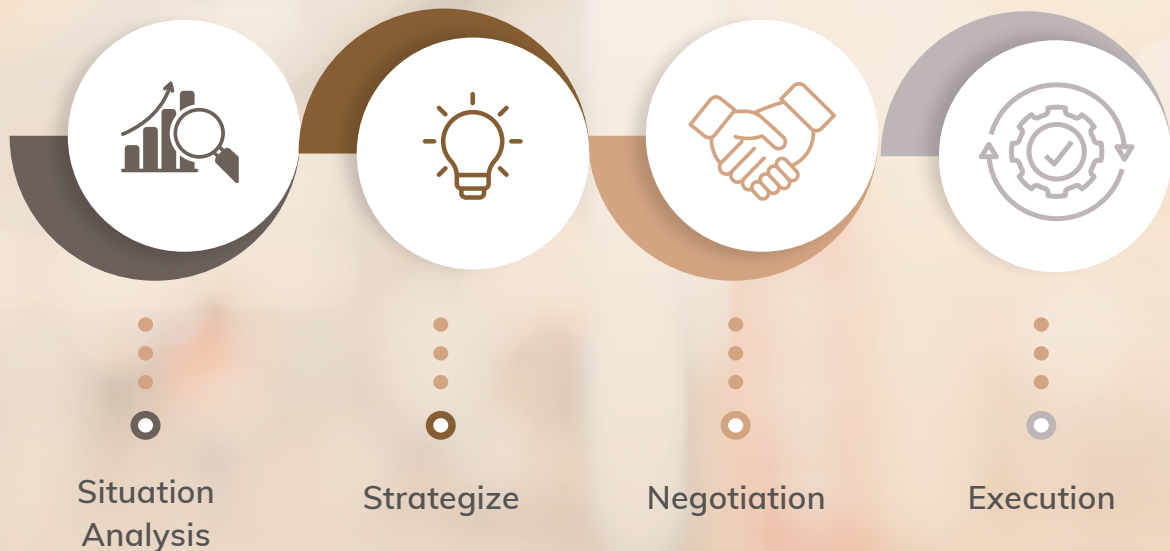
1. **Commercial Awareness** – Generate profit for their organization and satisfy their customers
2. **Sustainability** – Create and maintain a fruitful relationship with other stakeholders

Why Ingenious Simulation?

- ✓ 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

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.



Learning Outcomes

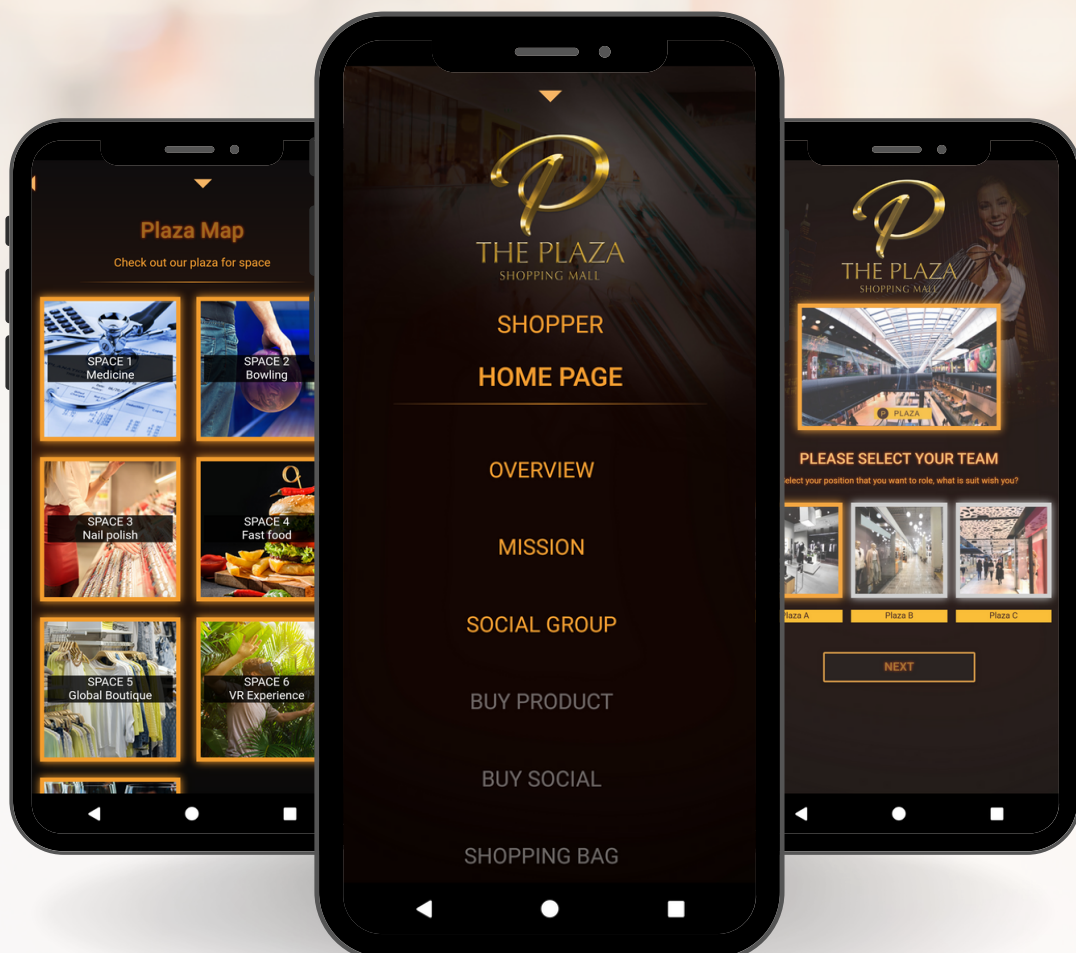
Leading retail operator don't necessarily have more capital or have more experience than others. But there are a few things that they do better the followers; Understanding customer need, Strategic Thinking, Investment Planning, Negotiation, and Execution



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



AGENDA

TIME	TOPIC
SESSION 1	Introduction & Tutorial Explain course overview and learning objectives
SESSION 2	Simulation game round 1 & Debrief "Strategic Thinking" 1. What factors to consider 2. Payback period analysis 3. Value Creation and Positioning
SESSION 3	Simulation game round 2 & Debrief "Negotiation" 1. Building customer relationship 2. Factors in successful negotiation 3. Creating regular customer
SESSION 4	Simulation game round 3 & Debrief "Successful Execution" 1. Alignment of Strategic plan and Execution plan 2. Managing stakeholders

Duration : 1 Day

Classroom size : 40 Participants up

Patterns. : Training workshop with business simulation (Mobile Application game)

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