



IOL (UK) Limited & Northgate Training

EXERCISES, GAMES & SIMULATIONS FOR MANAGEMENT DEVELOPMENT



Hotel

Participants will learn:

- the factors that affect business performance
- the value of matching the business to the market
- to analyse financial reports
- to be rational and logical
- to make the most of business opportunities
- to keep costs under control

NUMBERS:

3 – 24 Participants in up to four teams, ideally with between 3 and 6 in each team

TARGET AUDIENCE:

Staff at any level

TIMING:

3 - 4 hours + Debrief

COST: £695 (+VAT and delivery)

** one pc (or laptop) and printer required.*

Running a Thai hotel in a popular resort can't be that difficult - can it? A brand new, exciting simulation!

You are one of four teams bidding for four Thai hotels. First you decide which one to go for. In one sense all hotels are in the same boat - they're all currently running at a loss. But how much are you prepared to bid? What if you are outbid? Do you have a contingency?

Once you've secured your hotel you can get to grips with the state of the business. You've all the accounts for the last six months and lots of other business information in your team folder but basically it's a total re-brand - starting with the hotel name, a mission statement and slogan.

The key is to understand your market and then adopt a strategy to match market needs. Over six 'half-year' rounds you make decisions that will affect the bottom line. You'll receive advice on pricing, advertising spend, staffing and other issues but will you listen or have other ideas that could be better? A series of potential opportunities come your way. How will you evaluate them? Is yours a cautious approach? Do you show an entrepreneurial spirit? The winning team is the one with the highest cumulative profit at the end of the session.

Hotel

Trainer's Role

- 1 Introduce the activity.
- 2 Issue Team Folders.
- 3 Allow teams to study the details of the hotels in the area and to bid for the establishment they want to run.
- 4 Conduct the auction (computer-aided).
- 5 Issue teams with their hotel's previous results and let them make their own decisions for the future.
- 6 Enter their decisions into the computer and print the results (Profit & Loss accounts) which include opportunities and threats facing their business.
- 7 Repeat for up to six 'rounds', each representing 'three months'.
- 8 Lead a Debrief to discuss the learning outcomes and key lessons.

Full Trainer's Notes explain all and give discussion notes.

Pack Contents

- Trainer's Notes
- Team Folders
- CD-Rom
- PowerPoint Presentation

TO ORDER "HOTEL"
please contact:

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