

## Ideal business simulation games to learn about running a business

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



You are one of four teams bidding for four hotels. First you decide which one to go for. In one sense all the 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?

On top of all this, each quarter (while your results are being prepared) a series of HOTEL CRISES occur that need to be immediately addressed - and they all affect the bottom line! The winning team is the one with the highest cumulative profit at the end of the session. Handling a crisis badly can make the difference between winning and losing in this highly effective business simulation!

#### Participants will learn:

1. the factors that affect business performance
2. the value of matching the business to the market
3. to analyse financial reports
4. to be rational and logical
5. to make the most of business opportunities
6. to keep costs under control.

#### Comments from Users of this Training Activity

*"What a stimulating and demanding game. 'Hotel' generates genuine team and leadership behaviours that make excellent learning at the de-brief."*

*"Another success story! Used with first line managers 'Hotel' was interactive, stimulating, challenging, fun and easy to facilitate."*

*"A great product. The 'Hotel' business simulation, integrated in a leadership programme, provided multiple learning angles."*

## 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 performance 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. While you do this, issue teams with Crisis Card No.1
7. Hand out results to teams
8. Repeat for up to six 'rounds', each representing 'three months'
9. 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
- PowerPoint presentation
- CD- Rom
- Sets of Crisis Cards
- Team Folders containing 14 inserts:

Hotel Introduction	Hotel Locations	Hotel Fixed Costs	The Hotels	The Auction
Refurbishment	Hai Pong	Advertising	Staffing Guidance	
Market Research	Finance	Running your Hotel	Operating Decisions	



**Timing:** This business game runs for 3 - 4 hours + debrief.

**Numbers:** 3 to 24 (up to 4 teams of 3 to 6 in a team).

**Who:** Staff at any level.

**PC required:** One computer (or laptop) and printer required.

**Licence Free:** When you buy this training material, there are no restrictions on the number of times you can use it.

**Cost to buy:** You can buy this business game (which includes a trainer's manual) and use it yourself for £695 + delivery and VAT (if applicable).

We will also run this game for you, please contact us for details.

**For further information please contact:**

**Liz Garrard**  
**Elite Training European Ltd**  
**3 Parkers Place**  
**Martlesham Heath**  
**Ipswich**  
**IP5 3UX**  
**Telephone +44 (0)1473 610320**

**Email:** [games@elitetraining.co.uk](mailto:games@elitetraining.co.uk)  
**Website:** [www.elitetraining.co.uk](http://www.elitetraining.co.uk)