

MARKETING GAME

Day 1

SCENARIO:

1. There are 5 different stores that have to be set up anywhere in India – city, town or village. Today you will use the concepts of Marketing and Sales that you learnt in the morning session to accomplish the below tasks.
2. All the 5 stores will sell time keeping devices – watches or clocks or both.
3. Form teams of 4 – 6. Remember:
 - a. Smaller teams are easier to handle
 - b. Larger teams might come up with better ideas.
 - c. You might lose points if you lose team members during the game.
 - d. Choose a name for your team (store).

PROBLEM STATEMENT:

1. Choose store locations:

Identify where you want to set up your store. Any city, village or town in India will do (an approximate location is enough). Keep it limited to well-known cities, villages or towns across India.

2. Choose combination of products to sell:

You can decide to sell only adult watches, only ladies watches, only children watches, antique watches, you could decide upon wall clocks, grandfather antique mechanical clocks, etc or you could choose a combination of these. Its your choice.

3. Identify your target customer for products to sell:

Depending on your choices of products you have decided to sell in your respective stores, identify your target customer.

4. Come up with a marketing plan:

Decide your marketing strategy to reach to your target customer.

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Day 2

SCENARIO:

Today all stores (teams) will launch a new product in their stores.

PROBLEM STATEMENT:

1. Choose a new product to launch

Identify a new product that will increase the revenue in your store. The product should be different from the products you thought of as items to sell in your store the previous day. Examples

- a. A new watch class – women's exclusive, kids exclusive etc.
- b. A luxury watches like apple watch / Samsung galaxy watch
- c. Entirely new tangential product – Juice bar, cake outlet etc.

2. Decide your marketing strategy:

Decide the marketing strategy of the new product. Explain how this new product will help in over all sales in your store.

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Day 3

SCENARIO:

There is a problem in the market. Apple reduced its prices on watches and now all watches prices have reduced by 30%. How will you react to this market scenario.

PROBLEM STATEMENT:

1. Think about the course correction strategy:

Now you know that you will not be able to sell all your watches at the prices that you sold previously. Anticipate a drop in revenue. Come out with corrective measures:

- a. See if you can increase sales volume by giving a discount offer.
- b. See if you can reduce costs – reduce work force, negotiate a lower rent etc.
- c. See if you can use the logistics knowledge from morning session and lower your supply chain costs even more.

2. Explain your strategy.

Explain your course correction strategy. Mention where all you should anticipate a problem. Example you might see the below:

- a. Lower sales volume
- b. You might have to lower selling price
- c. Explain how you think your corrective strategy will mitigate these problems.

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Day 4

Today is a summary day. All teams will present to the rest of the teams the following:

- a. How they managed themselves as a team.
- b. Did they lose any team member during the course of the game?
- c. How did they plan and execute team discussions?
- d. Use the communications skills they learnt in the morning session and evaluate their team's performance in effective communication.
 - 1 Identify where they thought they did well,
 - 2 Identify where they needed improvement
 - 3 Mention if there is anything differently, they would like to have done as a team, now that they have learnt effective communication.
 - 4 Give a summary of choices made during the marketing game.