LearningLtd

Business Simulation Expertise

Business and Finance Training

# CELEMI Livon™

DIFFERENTIATE OR DIE

"Attracting and retaining targeted clients in extremely competitive markets."



## The Business Benefits

Participants will :

- Explore alternative strategies
- Understand the implications of targeting niche segments
- Balance capacity with business growth
- Explore competition through price and differentiation
- Develop effective marketing plans
- Manage and allocate scarce resources to remain profitable and competitive
- Select competitive advertising and pricing

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THE POWER OF LEARNING

## How does it work?

Livon™ is a board-based business simulation which enables participants to learn the fundamentals underpinning buying behaviours, segmentation, positioning, brands and the financial performance of the retail sector.

Livon™ is run with groups of between 12 and 16 people over 6 to 7 hours. In competing teams of 3-4 people, participants run a retail outlet in competition with the other teams in the same marketplace.

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# how does a business game help?



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## Livon: a business simulation

The retail sector faces many challenges, with traditional retailers losing market share to alternative forms of distribution, such as mail order and the internet. Customers have rising expectations of service levels, and management of the overall brand is critical. Different market segments behave in different ways, with differing buying behaviours.

As more and more responsibility is placed on store managers to deliver results, the need for both managers and the central organisation to be coherent – and profitable in the face of a competitive environment – is critical.

Critically, participants will discuss their learning from the simulation and understand how improvements can be made in their own organisation.

### Who benefits?

Livon is designed for all employees expected to help sales and distribution organisations coordinate market investments and resources, and promote a precise and consistent identity for the company.

It is suitable for business leaders who wish to promote a strong alignment between franchise, retail and unit operations; managers in regional markets who want to explore how to adopt and promote a global strategy; smaller independent companies needing to understand the need to be customer-driven.

The core simulation runs for 4 to 5 hours, with time to discuss the application to the organisation within a one day programme. Alternatively this can be run for a second day to cover marketing, retail and financial concepts in more depth.

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