



Livon™



Leading Edge Through Marketing & Sales



Seminar Description:

Livon is a business simulation where participants form teams to run four companies competing among themselves in a tough market. Their key objective is: to attract and retain customers in a competitive atmosphere where product positioning, market communication, pricing, reputation, and image all come into play.

Seminar Elements:

- 4 companies each is run by a team of 3-4 participants
- 3-5 years simulation in a changing and dynamic market
- Companies compete and achieve different results based on their chosen strategies and taken decisions
- Key decisions made during the simulation:
 - Which part of the market will we focus on?
 - Which customer profile do we aim to attract?
 - How do we want to be perceived by our customers?
 - How are we going to price and advertise our products and services?
 - What staff caliber do we intend to use and how much will we invest?
 - What standard of service and facilities are we offering?

Simulation Performance Measures:

- Market share
- Customer loyalty
- Resource utilization
- Operating costs
- Customer satisfaction
- Profitability

Key Learning Points:

- How to create competitive advantage in your selected markets
- How to capitalize on your company's unique attributes to differentiate from the competitors
- How to profile the target customers you want to attract
- How to communicate a clear and consistent message to the market
- How to maximize the return on your sales and marketing activities

Who Should Attend?

- Business owners and managers who want to identify or strengthen their market niche
- Sales managers, marketing managers and staff
- Managers who need to understand and align with sales & marketing activities
- Customer service and shop managers

Logistical Information:

- Seminar Duration: 2 full days (9 AM–5 PM)
- Number of participants: 12 - 16 persons
- Seminar Location: to be communicated

Fore information and booking contact Quest:

Tel: +202 419-6335 / 6 - Fax: +202 419-6337
Email: info@quest.com.eg