



B.E.S.T

Business Excellence Simulation Training

Introduction

B.E.S.T. (Business Excellence Simulation Training) is a computer-simulated business game that reflects a real life Malaysian insurance business scenario. Participants, which will be grouped into team of 4, will compete in a virtual market environment against each other and this will allow them to learn to make management decisions as in a real business world. They will market up to four products over a period of up to 10 years. Each team has to decide on the pricing, marketing and capacity for each product in each year. Through this interactive game, participants will have a chance to sharpen their management and business skills against other competing teams for market share and increased profits.

The Game simulates the real business world. It pushes the participant to practise skills in risk-taking, decision-making and negotiating in the theoretical situation of a Game before applying them to the real world. The game also demonstrates clearly how an insurance company works, the role of each of its principal parts and how team members must all work together to achieve optimum results.

This game teaches teamwork and entrepreneurship. As such, we accept only TEAM participation. Each participating team comprise of four members. The work should be distributed among the members. Each person should focus on a particular product line or function and contribute to the strategy of the team.

Programme Methodology

The game will be conducted in an interactive manner where inputs from participants are vital towards the result at the end of the programme. The game will be using special software installed in MII computer. Each team has to make business decisions amidst uncertainty and predict the market trends and the business strategy of the competitors. An economic forecast (Scenario) will be provided for each 'year' of business. The participants will have to predict the market trend and environment based on the forecast and to submit the business strategy for the following year.

A total of 7 10 scenario will be provided for each session.

To compete well in this game, the participant has to:

- learn the dynamics of the market (by studying the figures for the market)
- predict the business trend and environment for the following year (by studying the economic forecast)
- predict the strategy of the competitors
- find its own strategy, recognising its own strengths and weaknesses

At the end of the session, company / team that has the biggest profit will emerge as the winner.

Who Should Attend

Executives or junior executives who wish to gain experience in making decision and to oversee the insurance business operation in totality.

Fees

RM 800 per team

For further information on schedule or in-house arrangement, kindly go to our website or contact

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