



# Strategic Decision Making in Competitive Environments



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**Meirc**  
Training & Consulting

## Why Attend

In this course, we will use Cesim's 'SimFirm' simulation tool to practice essential competitive and operational decisions made by managers in real life. SimFirm is a business management simulation program that integrates the functional areas of production, marketing, and logistics. It increases the participants' awareness of operating a company from a general management perspective.

The simulation integrates a range of concepts from various management related disciplines, including marketing, production, logistics, and financial decision making. In addition, it links the organization to the wider context of the business world and other stakeholders.

## Course Methodology

This course uses a web based simulation with a graphical interface in which participants enter their strategic decisions. The task for the teams is to manage the sales and operations of an international pharmaceutical company. Key success factors include accurate forecasting and planning, analytical approaches to decision making and good teamwork. Teams will develop and execute strategies for their simulated company operating in different markets with specific customer behavior, cost structures, and currency fluctuations. Teams will compete against each other and focus on cumulative earnings as the winning criteria.

## Course Objectives

By the end of the course, participants will be able to:

- Increase awareness of operating a company from a general management perspective
- Recognize the interactions among various companies and external influences in a complex and interrelated environment
- Interpret and forecast market situations and market results and translate them into goal oriented decisions
- Use fact based analytical decision making techniques by linking the decisions to cash flows and bottom line performance
- Utilize teamwork and problem solving methods in a dynamically evolving marketplace

## Target Audience

All managers and business professionals who are involved in supporting the planning and strategy of their department or organization, as well as those who are involved in core business or support department management and supervisory roles.

## Target Competencies

- Strategic decision making
- Financial analysis
- Business forecasting
- Sales and marketing skills
- Critical thinking
- Production and logistics management
- Teamwork
- Quality management

## Note

This is a highly interactive course using Cesim's web based business simulation game. Participants will be provided laptops for the duration of the course.

## Course Outline

- The power of business management simulation
  - Simulation platform structure
  - Simulation organization
  - Flow of operations
  - Main objective and winning criteria
  - Decision making fundamentals



- Familiarizing teams with the case study
- Demand structure
- Factors affecting market size
- Products and market areas
- Sales and marketing decisions
- Distribution and delivery priorities
- Production decisions
- Production salaries
- Financing decisions
- Projections
- Decision checklist
- Types of generated report
- Achieving the vision through strategy
  - Surpassing the competition with the strategy pyramid
  - Planning for victory through determining where to play and how to win
  - Applying Porter's grand strategies
  - Guaranteeing results by turning strategy into action
  - Teamwork: The secret weapon of sustainable strategy execution
  - Taking the team from formation to full potential performance
  - Leading a team through clear skies and storms
  - Eliminating conflict to achieve a common team goal
- Product quality
  - Investing in production and logistics
  - Maximizing quality to build a lasting customer impression
  - The PDCA cycle
  - Supply/demand management by embracing the customer's perspective
  - Mastering price elasticity of demand
  - Elasticity and performance
  - Forces that shape price elasticity
  - Managing production and delivery levels for lean operations
  - Creating a profitable product portfolio
  - Identifying real profit pools
  - The 6 steps of product line profitability analysis
  - Options for under-performing product lines
- Marketing and customer care
  - Creating endless promoters for your brand
  - The 4 Ps of marketing
  - An overview of the marketing mix
  - Product
  - Price
  - Place
  - Promotion
  - Reaching all your customers through targeted promotion
  - The role of promotion in marketing
  - Revealing company customer care secrets
- Financial management and driving profitability
  - Financial management
  - The definition of accounting
  - The definition of finance



- Making the right financial decisions to lead and grow
- Analyzing the key financial statements
- The 5 key financial ratios that make or break your business



## Associations

**Cesim** : Meirc is certified to run workshops using Cesim's web-based business simulation games. These simulations are considered state of the art online educational tools developed to improve participants' understanding of various business concepts and help facilitate risk free practice of business decisions in a highly interactive multiplayer environment. The simulations integrate a range of concepts from various management related disciplines, including marketing, production, logistics, and financial decision-making. Hands-on concepts learned throughout the workshops are applicable to industries and businesses across the region. More than 100,000 participants worldwide have taken advantage of this dynamic way of learning, in disciplines like international business and strategy, marketing management, small service business management, and hospitality management. Participants on the Strategic Decision Making in Competitive Environments course offered by Meirc will have the chance to practice this highly interactive tool and receive a special certificate from Cesim after the completion of the workshop.



## Location & Date

7 - 11 Jul, 2019

English

Dubai

To be assigned

## Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019

US\$ 5100

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003



## Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
14 - 18 Jul, 2019	The Balanced Scorecard: Achieving Performance Excellence	English	Munich	US\$ 4800
14 - 18 Jul, 2019	Building and Presenting a Powerful Business Case	English	Dubai	US\$ 4800
4 - 8 Aug, 2019	Successful Planning, Organizing and Control	English	Dubai	US\$ 4800
25 - 29 Aug, 2019	Strategic Thinking and Planning	English	Barcelona	US\$ 4800
1 - 5 Sep, 2019	Analytical Thinking and Evidence Based Decision Making	English	Dubai	US\$ 4800
8 - 12 Sep, 2019	The Certified Strategist: From Planning to Execution	English	Baku	US\$ 5100
9 - 13 Sep, 2019	Analytical and Structured Thinking: Best Practices and Methods	Arabic	Athens	US\$ 4800
15 - 19 Sep, 2019	Certified Business Analyst	English	Istanbul	US\$ 5100
22 - 26 Sep, 2019	Developing and Implementing the Business Plan	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Competitive Strategies and Value Innovation	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Strategic Thinking and Planning	English	Cairo	US\$ 4800
13 - 17 Oct, 2019	The Balanced Scorecard: Achieving Performance Excellence	English	Dubai	US\$ 4800
13 - 15 Oct, 2019	Business Continuity Management 	English	Dubai	US\$ 3600
20 - 24 Oct, 2019	The Effective Analyst: From Research to Execution	English	Dubai	US\$ 4800
20 - 24 Oct, 2019	Successful Planning, Organizing and Control	Arabic	Dubai	US\$ 4800
27 - 31 Oct, 2019	Strategy Management in the Public Sector	Arabic	Dubai	US\$ 4800
3 - 7 Nov, 2019	Strategic Thinking and Planning	Arabic	Dubai	US\$ 4800
10 - 14 Nov, 2019	The Certified Strategist: From Planning to Execution	Arabic	Dubai	US\$ 5100
17 - 21 Nov, 2019	Certificate in Key Performance Indicators (KPIs)	English	Dubai	US\$ 5100
17 - 21 Nov, 2019	Developing Effective Public-Private Partnerships (PPPs)	English	Dubai	US\$ 4800
24 - 28 Nov, 2019	Developing and Implementing the Business Plan	Arabic	Dubai	US\$ 4800
1 - 5 Dec, 2019	Certified Business Analyst	Arabic	Dubai	US\$ 5100
2 - 4 Dec, 2019	Business Intelligence and Data Analysis Workshop	English	Beirut	US\$ 3600



## Courses in Planning and Strategy Management

Dates	Course Name	Language	Location	Fees
8 - 12 Dec, 2019	Shaping the Future: Tools for Developing Strategic Foresight	English	Dubai	US\$ 4800
15 - 18 Dec, 2019	Certified Crisis Management Professional 	English	Dubai	US\$ 4700
15 - 19 Dec, 2019	Strategic Thinking and Planning	English	Dubai	US\$ 4800
22 - 26 Dec, 2019	The Certified Strategist: From Planning to Execution	English	Dubai	US\$ 5100
22 - 26 Dec, 2019	Successful Planning, Organizing and Control	English	Dubai	US\$ 4800
29 Dec - 2 Jan, 2020	Certificate in Key Performance Indicators (KPIs)	Arabic	Dubai	US\$ 5100
29 - 31 Dec, 2019	Managing Strategic Reviews	English	Dubai	US\$ 3600



# Meirc Timeline

