



Area

Services -
Entertainment

Level

6, 7

Topics

Strategic Vision -
Entrepreneurship
Marketing Service
Experience
Management
Economic
management

Modality

Competitive

Time

Between 24 and 48
hours

Design and strategic management with a customer focus

FOCUS is a simulator oriented to train and put into practice the principles and tools of design and strategic management oriented to the client of a new business.

The Mission of the participants will be to plan a new sports center, making decisions about value proposition, location, facilities, activities, personnel, brand design, etc; and manage it later during 3 simulation periods, in which you will compete with other gyms located in the same market.

Plan: Design the business, looking for a differentiated model of the competitors, taking as a fundamental reference the market and setting the decision criteria in the key areas of investment and management in the following aspects:

- Value proposition
- Center design
- Activities
- Services and Organization
- Marketing and Brand
- Occupation and Income
- Results

Plan the business in detail, taking as a reference the value proposition of the business and all those areas of action that facilitate an adequate response to demand preferences. The system will offer an estimate of the expected results, in accordance with the decisions taken. In any case, these results may vary in the Competitive phase, according to the businesses promoted by the competitors.

Compete: Manage the center for several years, in an environment of high competition and demonstrate that the designed sports center is competitive and that it allows to achieve the defined objectives and forecasts.

