



**FP Consultants International Pte Ltd**

*Your Premier Corporate Training  
Provider In ASIA*



## Strategic and Business Management Simulations Programmes

A leading learning design consultancy with operations in more than 40 countries around the world has appointed us as its Asia Pacific partner. Its hands-on business simulations have helped more than 2.5 million executives from Fortune 500 companies worldwide understand their company's business operations and how their role affects the overall financial performance of their company over the last 30 years. This understanding has translated to better work efficiencies and coherent teams which has produced improved financial performance for the companies.

Its suite of programmes includes Strategic Management for Manufacturing and Capital Intensive business; Strategic Management for Knowledge Based business; Business and Financial programme for both Manufacturing and Service sector; Project Management programme; Marketing and Sales programme can all be specifically customized to your company's in-house needs. The programmes include:

### Apples & Oranges®

#### Business Value Creations cum Business Finance for Non-Financial Professionals

This simulation helps employees understand business value creation, finance, working capital management and how to increase profitability through a holistic approach. By getting an overall understanding of where costs are incurred and revenue created, employees will learn how to get the most out of the company resources.

Apples & Oranges simulation is available for several types of industries, namely:

- Manufacturing industry where the critical success factor lies in efficient capital usage and short lead-times;
- Service industry where the critical success factor lies in maximum capacity utilization ratio;
- Retail industry where the critical success factor lies in the efficient management of merchandize flow to gain competitive edge

### Livon®

#### Differentiate or die

Make sure everyone understands the importance of marketing and branding your business in local markets in line with corporate strategy using positioning, segmentation, market communication, pricing, promotions, reputation and prestige strategies. During this highly engaging simulation, teams of participants enter a fierce battle for business in a marketplace that is home to four competitors.

Participants must coordinate local marketing activities with head office strategies and policies; monitor customer and competitor behaviors; and adjust activities as needed without jeopardizing corporate strategy. Ideal for anyone who must make strategic marketing decisions in organizations with widespread sales and distribution outlets.

### Cayenne®

#### Project Management

This simulation helps your project teams get it right from the start!

This engaging, competitive simulation challenges teams to run a critical internal project from start to finish and bring it on time and on budget.

Employees learn how to best use its limited resources to:

- Achieve project objectives,
- Deal with unexpected events and changing project conditions in different project phases:
  - pre-study      - development and
  - design        - implementation

taking stock of leadership, alignment, teamwork and strategy.

### Livon Lite®

#### The Power of the Customer

Build as a "lighter" version of Livon, this simulation helps everyone in a sales or distribution business understand the importance of corporate positioning in a local marketplace. This is a fast track to basic understanding of marketing and branding of products and help your employees understand your company's marketing strategies.

Like Livon, participants compete in teams for market share, with an emphasis on communicating clear, consistent messages to customers in order to define and secure a distinct market niche. This programme is ideal for launching new products or brands.

## Enterprise®

### Strategic Management of an Enterprise

Enterprise is one of the latest products that address the challenges of managing an enterprise in a rapidly changing marketplace. It simulates real-life marketplace scenarios where participants are required to strategize to overcome competition; attract and retain profitable customers; build profitable product portfolio; strengthen market position; build sustainable brand; develop effective processes and get the best out of our human resource and at the same time achieving good profits whilst creating long-term value for all stakeholders.

Participants are able to bring back the experience and lessons learnt to their organization. They will be able to identify 5-10 key value drivers that will help them progress towards the strategic direction and goals of the organization. This simulation can be customised for a variety of organization and industries.

## THE MEDICI GAME

### Creating Breakthrough Innovations

Blue ocean strategy requires innovation! Organisations need to inspire and engage its people around innovation and improve the conditions for breakthrough innovations. This creative tool helps everyone think a bit differently and to reevaluate your internal structures so they foster breakthrough ideas.

The Medici Game transports participants into the “intersection” that creative place described by Frans Johansson in his groundbreaking book “The Medici Effect”—where perspectives from more than one culture, gender or professional field come together to break down linear thinking and associative barriers, creating an explosion of remarkable ideas. This programme is Ideal for sales & marketing, human resources, R&D and product development teams.

## Decision Base®

### Strategic Management of Capital Intensive & Manufacturing Industry

This programme has been designed for senior management with responsibility for strategic planning within finance, product development, production and marketing. People from different departments learn to build a common language and improve business skills so that everyone can support strategic decisions and work together to increase productivity and profitability.

By learning how measures taken in one part of the company can have an impact on other aspects of its operations and the company as a whole, people will become better decision makers.

Employees learn to think strategically and implement plans taking finance, working capital management, product development, just-in-time production and marketing into consideration in a competitive market place.

## Tango®

### Strategic Management of Knowledge Intensive Industry

Abstract values like relationships, know-how, competence and image are directly linked to financial results but we're not trained to focus on it. Tango enables companies to fully explore and manage intangible asset growth strategies towards better profitability!

Participants explore all the complex factors critical to the success of knowledge-driven business and help them understand how to successfully manage intellectual capital leading to long-term business growth, making strategic decisions on investments in personal development, R&D and branding to increase the company's total market value in order to attract and retain right employees and profitable, loyal clients while managing capacity, price, budgets and more.

**FP Consultants International Pte Ltd** is the exclusive Asia Pacific partner of SOX Institute (New York), GRC Institute(New York), IS/IT GRC Institute(New York) and ACCA's Registered CPD Provider.

We provide customised in-house, public training and consulting services and have successfully brought our unique training workshops to other cities in Asia Pacific including Malaysia, Hong Kong, Australia, China, India, Thailand, United Arab Emirates.

Our International Panel of Specialist Expert Trainers each possesses rich practical experience and is able to add value to our clients by sharing International Best Practices & localized case studies.

Contact us today to get a copy of our Training Catalog and discuss how we can assist your esteemed organization.

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