




Area: Services
Level: 4,5,6
Modality: Competitive Team
Time: 24 to 40 hours

Subject:
 Services Marketing
 Economic-Financial Management
 Human Resources Management
 Operation Management

HotelCompany recreates the competitive scenario of several hotel chains on concurrence. All of them start the simulation at the same competitive point. Hotel chains are formed by 3 hotels each. The hotels are located on different destinations and for different market profiles.

- **Marketing:** segment prioritization, promotion, priority branding attributes, prices, free from fees for the commercialization channels, capacity management.
- **Prices:** price range per service (hospitality, food and drinks, conference-rooms, spa and wellness and accessories).
- **Service:** percentage of variable expenses by service and number of staff members.
- **Equipment:** Investment on equipment.
- **Human resources:** Staff training
- **Funding:** Long Term Loans

In addition, contestants will have to solve exercises which will help them understanding the importance of: manager's hiring politics, quality management, customer satisfaction for the success in management, electronic business importance and staff training.

