

Cover Letter

Dear Sir,

The 2009 Pan-Asian Retailing Simulation Game is a project proposed and drafted by the Department of Business Administration of National Central University in Taiwan. The main purpose of this competition is to improve and broaden the students' understanding of retailing as a business in Asian region.

The Retailing Simulation Game is an online competition. In this competition students will compete using an online platform called Chain Store Master. This platform allows the students to change and adjust given environmental parameters in their quest to optimize if not maximize profit for their firm. It is the strategic thinking that goes with quick and yet accurate decision making given the environmental opportunities and constraints that enables a team to out-compete its rivalry in this Retailing Simulation Game. In a given period of competition, the Chain Store Master Platform can evaluate performance of teams, allocate scores and rank the competing teams.

You are therefore all invited to join this exciting competition. To qualify for the competition, teams should first compete at local level as part of the preliminary selection requirement. The winning teams at local level will participate in this fabulous Pan-Asian Retailing Simulation Game Competition to be held in May 2009 at National Central University in Taiwan.

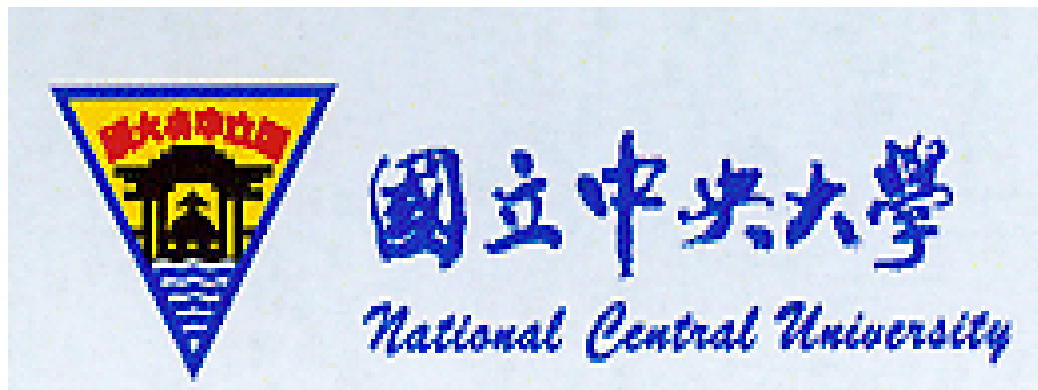
Once winning teams qualify for the final competition, all their expenses thereafter will be taken care of by the organizers of the competition. These expenses cover the traveling tickets, accommodation cost and meals while in Taiwan. Over and above meeting the expenses of the winning local teams, the champions of the finalists in this competition will walk away with a Big Price of USD \$10,000.

For more information on the game and contact with the organizers of the competition, please refer to the enclosed proposal. Please feel free also to contact us on the given phone numbers and addresses for further information. The website is also going online soon and we will inform you at once.

It is our desires to have students from all over Asia participate in this educative and yet exciting competition. In this regard, your maximum co-operation is sought. We therefore look forward to have your response at your earliest convenience.

Yours sincerely,

*Department of Business Administration,
National Central University,
Taiwan*



**THE 2009 COMPETITION AND
WORKSHOP OF PAN-ASIAN
RETAILING SIMULATION
GAME**

PROJECT PROPOSAL

National Central University

**300 Jhongda Rd, Jongli City, Taoyuan
County, 320 Taiwan (ROC)**

www.ncu.edu.tw

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The 2009 Competition and Workshop of Pan-Asian Retailing Simulation Game

1. Objective

The retailing industry has prospered in the last decade in Asia. For example, empirical evidence to date suggests that between 1997 and 2002 the number of stores for the top 30 international grocery retailers in Asia grew by 51 per cent. The market size of Asian retailing industry increased by 30 per cent from 2001 to 2006 and another 10 per cent growth is expected before the year end of 2010. The above statistical evidence is an indication that retailing industry in Asia is expanding rapidly and that it has become an important industry to reckon.

The above realization has necessitated the crafting of this proposal with the intention to hold “The 2009 Competition and Workshop of Pan-Asian Retailing Simulation Game”. Such a retailing simulation game competition is expected to enhance Asian students’ understanding of the industry and motivate them to take up the challenge to exploit the windows of opportunity available in the Asian retailing industry. Furthermore, by participating in the competition, Asian students will gain practical experience as they are exposed to the realities of what goes on in the retail industry. In addition, the competition will afford students from all over Asia an opportunity for international exposure, interaction, as well as stimulating them to develop social and future business networks. In a nutshell, the practical application of theory learnt by Asian students in this Pan-Asian Retailing Simulation Game will make the competition intriguing and hence benefiting the participants tremendously.

Title

The 2009 Competition and Workshop of Pan-Asian Retailing Simulation Game Participant

Undergraduate students, post-graduate students and students who are currently taking courses in any professional business and management institutions in Asia

Date and Location

Event	Date	Location	Description
Practice	December, 2008 ~ January, 2009	Internet	A practical event only, has no relation to the result. All participants are welcome to join the event.

Preliminary selection	January ~ March, 2009	Local	Local competitions held by every member country to select a team to attend the final.
Final	8th -11th, May, 2009	Taiwan¹	An international competition at National Central University, Taipei. All local champions will be invited to join this event.

2. Organization

Organizers

Business Administration Department, National Central University, Taipei
Management School, National Central University, Taipei

Co-organizers

Department of Marketing and Distribution Management, Oriental Institute of Technology, Taipei
Faculty of Economics, Universitas Gadjah Mada, Yogyakarta
Economics Faculty, Nong-Lam University, Ho Chi Minh City
Beijing CDS Information Consulting CO., LTD, Beijing
Setsunan University, Osaka
Info-Link Management Asia, Singapore
Department of Business Management, National United University, TaiChung

Sponsors

Top-Boss International Ltd. Co. Taipei
Chinese Enterprise Resource Planning Society, Taipei
ERP Center Management School, National Central University, Taipei

3. Contents

Preface

Manufacturers produce products to sell. Consumers buy products to use. Retailers are intermediates between the manufacturers of products and the products end-users (customers). Retailing is the business of selling goods or commodities in small quantities directly to consumers. Retailing is thus the

¹ The Business Simulation Center, Management School, National Central University, Taipei

platform bridging manufacturers and end-customers together.

In Asia, manufacturers used to take the advantage of low labor and store rental costs in the retailing industry to deliver goods to end customers. But now the structure of the retailing industry is changing across the entire zone. In East Asian, especially Japan, Hong-Kong and Taiwan, retailing firms have imported high technology and advanced management skills to increase their operational performance which needless to say, is destined to give them a future competitive edge. In South-East Asia, Singapore, Malaysia and Thailand, operational overhead has increased sharply, and low cost advantage does not exist anymore in the retailing industry. In spite of this, the increased local purchasing power derived from economic boom, has nourished the development of the retailing industry.

China and India are cases in point of two biggest emerging markets in Asia where the retailing industry is growing rapidly in tandem with high economic growth and prosperity experienced by the two countries. Through ripple effects, as their economies grow the need for retailing business increases. This has created greater business opportunities for retailing more than one can imagine.

Important to note also is the fact that retailing firms from Asia have broadened their economic scale at home markets through exporting their domestic experiences abroad, and this has seen the firms becoming multi-national retailing enterprises. Cases in point are firms like Sogo Department Store of Japan, Quickly Beverage Chain of Taiwan, and Watsons Pharmacy of Hong-Kong. By expanding at host markets, these firms are learning to get involved and participating in more diverse selling channels environments.

Cognisant of the fast changing and still diverse selling channels across Asian markets, it is therefore proposed to hold a retailing simulation game competition across Asia with the view of broadening students' vision; unbundling and nurturing the participants' potential for future development. In this spirit and token, we therefore hereby invite all Asian students who are interested in retailing business to join this competition. It is expected that by the end of the competition talents will be nurtured, skills sharpened and entrepreneurial spirit activated to start retailing business. Hopefully, this competition will also be used as a talent spotting exercise to identify students to be future entrepreneurial seeds in the retailing industry in Asia.

Simulation Game Description

In this competition, the participants will simulate a purely competitive environment characterized by the complexity of interaction between rivalry enterprises. Each team will run a company with three retail stores. Each store will be located in a different location As a result of different cultural backgrounds, consumer taste, product preferences, social standing and geographical location; every company is expected to figure out practicable business strategies that give them competitive advantage over their rivals. Furthermore, participants are expected to come up with the "best practice" upon which they are supposed to build sustainable business strategies that

give them a competitive edge. For example, the marketing department should analyze customers from different locations and frame suitable marketing strategies for each location.

Team spirit and effort create synergies. The competition encourages teammates to co-operate in business intelligence acquisition and analysis as well as business strategies crafting and application. By and large, we hope students will at the end of the day be able to evaluate and identify business models that can be applied with efficacy in a real business environment.

Qualifications

1. Each team should have exact three students.
2. Students should name their own teams.
3. The Local Competition should be held before the end of March 2009 by every member country.
4. The final team, which will be invited to Taiwan, should be verified and endorsed before the end of March 2009.
5. In case of any irregularities, complaints and problems the organizer should be contacted by e-mail in time. The organizer reserves the right to make a final decision on matters brought before him/her.

Evaluation

6. The final teams have to attend two drafts, the online competition and the final presentation.
7. The proportion of online competition and final presentation will be 70% and 30% respectively.

Prizes

8. Every participant in the final teams will be offered a prize with a citation..
9. The champions of finals will respectively be offered prizes valued at USD 10,000 (Winner), USD 3,000 for first runner-up, and USD 1,000 for second runner-up.

Stages of Competition

Practice

1. Every team can download related data and practice on your own.

Preliminary selection

1. Held by every member country.
2. The details are up to every member country.

Final

1. The organizer will invite the final teams.
2. The final competition will be held in the “Business Simulation Center”, Management School, National Central University in Taiwan
3. Each of the final teams should include three players and led by an advisor for guidance.

4. The participants will be verified by means of both student ID and passport (ID for local participants).
5. All participants and staff members should dress formally.
6. Talking, moving, photographing should not disturb the proceedings during the competition. Eating is prohibited in the competition field.
7. You are allowed to bring your own laptop. We will also provide a desktop, power supply, and wired / wireless internet service for each team.

4. Preparatory committee

Director

Dr. Ping-Yo Hsu, National Central University, Taipei

Vice-Director

Executive Secretary

Dr. Julian M-S Cheng, National Central University, Taipei

Vice-executive Secretary

Mr. Alex Chen, National Central University, Taipei

Mr. Jerry Haung, National Central University, Taipei

Mr. Xavier Fang, National Central University, Taipei

Unit Administrator

Mr. Allan Chen, National Central University, Taipei

Mr. Jackie Haung, National Central University, Taipei

Mr. Miss Irene Yu, National Central University, Taipei

Mr. Miss Phoebe Lin, National Central University, Taipei

Mr. Faith Lin, National Central University, Taipei

Unit Adjudication

10. Will be composed by all of the advisors from final teams.
11. In the interest of justice, an adjudicator will not be allowed to preside over a case or issue involving the country he/she represent. In such incident the adjudicator will be asked to excuse him/her-self and henceforth the score of the adjudicator will be omitted. This means that if there are 6 teams in the final presentation, each team will have only 5 scores from the adjudicators that come from countries other than theirs.

Public Relation Unit

12. Deliver invitation and token of appreciation
13. Contact with the press

14. Deliver dispatch during the competition period
15. Contact each of the team members
16. Training part-time staffs for public relationship
17. Receive all participants and guests during the competition period

Competition Unit

18. Plan the prior-education lesson
19. Confirm the prize
20. Plan the prior-training lesson
21. To training part-time staff members for receiving
22. Calculate participants number
23. Notice and confirm the result of competition
24. Other traffic-related activities
25. Coordinate other activities related to competition
26. Other competition-related activities

Equipment Unit

27. Plan and rent equipments and fields
28. Apply and manage the fields for seminar
29. Record and take pictures during the competition
30. Other supporting activities

Administration Unit

31. Design and compose poster
32. Design and produce appreciation medals, contract, participation medals, and prize
33. Design and produce certification ID, name cards, competition logo, and team logo
34. Design and compose manuals
35. Other administration-related activities

Financing Unit

36. Manage income and expenses
37. Clean the accounts
38. Plan the process for applying budgets
39. Accounting and report-making

Information System Unit

40. Structure, plan, and manage website
41. Design and manage the sign up system
42. Design and manage the announce board system
43. Content management
44. Coordinate with system and platform firms
45. Other IS-related activities