

THE ULTIMATE MARKETING CHALLENGE



Are you ready for a little competition?

Do you like an exciting, intellectual challenge?

Do you have what it takes to get ahead and stay ahead in a fast-paced market?

It is time to test your marketing skills in the **Ultimate Marketing Challenge** brought to you by the Academy of Indian Marketing and Marketplace Simulations.

THE ULTIMATE MARKETING CHALLENGE

33 teams will get to compete in the **AIM Marketplace Simulation Challenge** if you are among the **top 3 teams**, your team could win 1st Prize :**Rs.15,000**, 2nd Prize : **Rs.10,000**, or 3rd Prize : **Rs.5,000**.

Winners will get a **certificate of achievement**. Others will be provided with a participation certificate.

In this competition, you'll start up a new marketing division for a large, international company and launch a revolutionary new product line.

You'll run the company's marketing department:
Analyze potential markets, choose target segments,
Develop new products, set prices, advertise, and
Work to earn customer loyalty and great profits.

We at Marketplace Simulations have created a marketing game to engage and challenge you to the max.



COMPETITION SCHEDULE

THE ULTIMATE MARKETING CHALLENGE will run from **10:00 am on May 15th to 4:00 pm on May 17th.**

You will work through the Challenge at your own pace, advancing through **6 decision rounds.**

It will take about 2 hours to complete the Challenge. If you want to be a winner, you might want to invest a bit more.

The competition will close precisely at **4:00 PM on May 17th.** The detailed timeline schedule will be provided after registration.

Late submission of decisions will lead to disqualification

Evaluation of each team's performance will be based on:

Market share

Customer satisfaction

Financial performance

To win, you must excel on all three metrics.

Declaration of the **winners at 6:00 pm on May 17th** with an online award ceremony.



TEAMWORK

You will work on a **team of three**.

You can find two friends and register as a team or you can register as an individual and we will place you on a team with two other players.

Teamwork will be required to be successful.

You will need to divide up several tasks among your team members, including marketing analytics, brand management, advertising, distribution, and profitability. You will also need a strong leader to delegate assignments, make tie-breaking decisions, and keep the work moving in order to meet the deadlines.

A well thought-out, integrated, and aggressive strategy will be needed to be among the best.



REGISTRATION

You must register latest by **5:00 PM on May 12.**

Post registration a mail will be sent to you for payment remittance

Only 99 people will be allowed to compete, yielding **33 teams of 3 people each.**

Participation will be on a **first-come, first-serve** basis.

So, **sign up early.**

To register, go to: <https://forms.gle/dejCMWA44DMNTBHb7>



PAYMENT DETAILS

The registration fee is **Rs.700/Player**
Non-refundable

Remit the registration fees to the following account by RTGS/NEFT.

The cheques can be deposited in the HDFC Bank branch in your town.

Upload the acknowledgement screen shot for on the payment details form sent to you post registration.

RTGS/NEFT/IFSC : HDFC0000002

HDFC Bank, Plot no. 124, VIRAJ, S.V. Road,

KHAR (West)MUMBAI 400052

BANK A/C no. 50200001886016

Account name: "ACADEMY OF INDIAN MARKETING PROFESSIONALS"



GAME PLAY

If your registration is accepted for The Ultimate **Marketing Challenge**, you will receive an email to begin play at **10:00 am on May 15th**. The game will close precisely at **4:00 pm on May 17**.

Each member of your team will need to log into the Marketplace Simulation. You will all share the same business environment. When one person makes a decision, everyone will see it and be affected by it. Everything is interconnected.

To facilitate team play, it is recommended that you connect through Zoom or a similar meeting room platform. In this way, you can talk and see each other as you work your way through important decisions.

That is all for now.

We are excited to be working with you and your teammates.

Go Team!

