ROUND 1: THE SIMULATION CHALLENGE

Phase 2 (Weightage 60%)

Round Duration: 25 minutes | **Submit response by**: 2330 hours or (11:30 PM)

Google response sheet link: https://goo.gl/forms/aIbODFZ0YVeY0H2d2

In this round, you are provided cost information and information on ranking of different bidders based on revenue contribution to AAI. The cost of maintenance per square meter per month is Rs 875 and cost of running operations is Rs 925 per square meter per month. You should keep in mind that revenue of AAI is priority but you should also be able to generate some profit. Final result would depend on both revenue generated for AAI and your own profit. Based on this, provide the final information –

1. Floor allocation and number of stores allocated for each service offering
2. Revenue for AAI in 2015-16.
3. Profit earned by your company at the end of 5-year tenure (assuming you are awarded the contract) (ignore Inflation)

Note:

1. You can use all the data provided in Phase 1
2. Assume the footfall conversion ratio to remain the same for all 5 years
3. Neglect the effect of inflation, amortisation, depreciation and other such costs
4. All assumptions in phase 1 are valid in phase 2.
5. Consider the above exhibits as your primary data. In case you need to use more information to understand the case, you may refer the below links
   Kolkata Order : http://aera.gov.in/upload/order/544220a986bb7292.pdf
   Chennai Order: http://aera.gov.in/upload/order/544220865f1bc291.pdf