

The Negotiation Group Exercise

- Break into your Class Groups
- Prepare a negotiation:
 - You are negotiating with another class group. Both of your groups are from the global technology company, LG Electronics in **Seoul, South Korea**.
 - Group A represents the **Europe** Region of LG Electronics (Korea)
 - Group B represents the **South America** Region of LG Electronics (Korea)
 - You are meeting in a hotel Suite at the Four Seasons Hotel in New York City, USA.

The Negotiation

- The Objective is to agree on the control of the LCD Television Manufacturing Division of LG Electronics (Seoul, South Korea).
- Each Region desires to have more of the LCD TVs produced allocated to their region because they never have enough TVs to meet the demand in their area. They can sell as many TVs as they can get.
- Unfortunately, increasing the number of TVs produced is not an option because LG must also manufacture its other products.

The Negotiation

- There are 1 million TVs that will be manufactured for the combined two regions.
- All of the other regions have settled their manufacturing allocations.

The Negotiation

- You must prepare a negotiation that includes your **plan and an explanation** of your considerations.
- You must, at least, include:
 - The logistics for your meetings (facility, meals, customs, cultural norms, etc.)
 - A description of the market and customer considerations for your region.
 - Your negotiation strategy and goals.

NEGOTIATE !!!!

- OK – Negotiate.
- Achieve agreement on who gets what.