

Outline for Negotiation (it doesn't have to follow the exact order. **You may do your own outline of negotiation**)

<p>Parties involved? Name(s) and role(s) of negotiators from both sides. *Refer to the video in MyLine Negotiation assessment</p>	<p>Name: Abdur Rahman Role: Event Sponsor & Online Promotion Lead</p>
<p>Purpose/Goal of the Negotiation: Why are the parties meeting? What are they trying to achieve?</p>	<p>Both parties are meeting to negotiate the budget, promotions, booth setup, and responsibilities for the Christmas Day event. The purpose is to create a successful event that promotes both Alibaba and Lalamove while providing value and enjoyment to students.</p>
<p>Preparation Research/Information Gathering:</p> <ul style="list-style-type: none"> • Background on the other party, market conditions, etc. • What are your primary goals? What is the other party aiming for? • What will happen if the negotiation fails? Any back-up plans? <p>*Plan the negotiation. Use your own creativity</p>	<p>Background on Lalamove: Popular logistics and food delivery platform, Strength in fast delivery & wide delivery network.</p> <p>Our Alibaba Goals:</p> <ul style="list-style-type: none"> • Increase brand visibility • Promote Alibaba marketplace, Lazada app, Christmas sales • Keep marketing budget under control <p>Lalamove's Goals (Likely):</p> <ul style="list-style-type: none"> • Increase delivery orders from event food stalls • Attract more app downloads & new users <p>If negotiation fails:</p> <ul style="list-style-type: none"> • No logistics support → event becomes smaller → both companies lose visibility (lose-lose) <p>Backup plans:</p> <ul style="list-style-type: none"> • Alibaba marketplace booth with student volunteers managing small-scale distribution

<p>Agenda/Issues to Discuss</p> <p>Description of the first issue/topic to be addressed.</p> <p>Any desired outcome?</p> <p>Other party's likely outcome?</p> <p>*Repeat as necessary for additional issues</p>	<p>Issues:</p> <ul style="list-style-type: none"> Budget sponsorship Desire outcome: Alibaba pays max RM3000 Likely Outcome (Lalamove): Wants more budget support Delivery service Desired Outcome (Alibaba): Free delivery for event orders Likely Outcome (Lalamove): Discount vouchers only
<p>Negotiation</p> <ul style="list-style-type: none"> What will you offer? What will the other party get? How will it benefit each party? <p>*Plan the negotiation. Use your own creativity</p>	<p>Alibaba will offer:</p> <ul style="list-style-type: none"> Sponsorship RM3000 for event & gifts Free online promo space on Alibaba platforms <p>Lalamove will get:</p> <ul style="list-style-type: none"> Brand Visibility & Recognition Increased Service Orders <p>Benefit to Alibaba: Brand exposure & more online buyers</p> <p>Benefit to Lalamove: More delivery orders & new app users Strong Partnership with top e-commerce brand</p>
<p>Summarize the agreed-upon points</p> <ul style="list-style-type: none"> Are there any conditions that must be met before the agreement is finalized? What is the timeline for completing the agreement? Did you achieve your objectives? What were the trade-offs? What needs to be done after the negotiation? <p>*Plan the negotiation. Use your own creativity</p>	<p>Conditions Before Finalizing :</p> <ul style="list-style-type: none"> Agreement applies only for Christmas Day Riders participate voluntarily in peak shifts <p>Timeline :</p> <ul style="list-style-type: none"> Planning finalized 3 week before Christmas Execution on Christmas Day <p>Objectives Achived:</p>

	<p>Alibaba maintains budget control and promotes sales. Lalamove gains visibility, delivery demand, and app users.</p> <p>Trade-offs</p> <ul style="list-style-type: none">• Alibaba increased sponsorship slightly• Lalamove provides logistics & vouchers to balance <p>Things need to be done after negotiation:</p> <ul style="list-style-type: none">• Confirm vendor list & booth layout• Create QR codes for app downloads & online shopping• Joint marketing announcement for event
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