



# STOREWARS BUSINESS SIMULATION

8-10 JUNE, 2016  
VILNIUS, LITHUANIA

The World's Leading Business Management Simulation

**EDL**  
EXECUTIVE & DIRECTOR  
LEARNING

# ABOUT STOREWARS



Storewars is one of the world's most sophisticated total business simulations. Used by multiple leading FMCG manufacturers and retailers in over 40 countries, it provides a unique management development programme that examines the interaction between suppliers and retailers.

The practice of business decision-making is relevant to every employee in today's fast-moving retail sector. There is a high premium placed on negotiating skills, the ability to take decisions, and a clear understanding of the responsibility and consequences of the choices that are made.

Storewars participants essentially run an FMCG business. While managing the firm, its strategy and its resources, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position in the market by establishing win-win cooperation.

# STOREWARS



## KEY LEARNING

- Creating & implementing sound company, market, product & customer strategies
- Total business management: managing company resources to reach market goals
- Taking & implementing rational tactical decisions and monitoring their effectiveness
- Communication and Negotiations skills
- Emotional intelligence development
- Massive data analyzing skills, ability to find critical information & transform it into profitable decisions
- Developing and launching new products, branded product portfolio management
- Managing product portfolios: manufacturer & retailer perspectives
- Trade profitability analysis, establishing mutually profitable trading relations
- Building effective consumer, shopper and trade marketing system
- Brand power & store power: managing mind space and shelf space

## TAKEAWAYS

- SWOT analysis
- Market segmentation: perceptual vs. actual
- P&L basics:
  - Retailer and manufacturer outlook
  - Customer & supplier profitability
  - KPI's retailer vs. Manufacturer
- Brand performance analysis: retailer and manufacturer perspective
- Category management basics
- Excel based negotiations calculator
- Trading terms financial impact calculation formula
- Quantity discount & promotion costs calculation
- Price waterfall modeling
- Shelf space allocation effectiveness calculation: retailer and manufacturer perspective
- Marketing spend: budget allocation and effectiveness calculation basics

# FACILITATOR



**DARIUSZ KEPCZYNSKI**

Dariusz Kepczynski works as a self-employed consultant/trainer for major international FMCG and technology companies (BAT, PMI, Nokia, Hewlett-Packard, Unilever, Nestle, Kraft Foods). He is also engaged in projects for Nielsen and the European Institute of Business Administration (INSEAD).

From 1986 to 1999, Dariusz was employed by INSEAD working on the development of training materials for their MBA courses and executive seminars; in particular he was in charge of developing the Storewars simulation custom designed for FMCG clients. He has also worked with INSEAD faculty on a wide range of computer solutions linked to their research projects. This work covered a variety of fields including finance, negotiations dynamics, operations research and statistics. Working closely with BAT, Dariusz developed Copernicus, a price strategy management simulation. Leveraging learning and experience from Copernicus he is currently working on a decision making support tool for pricing strategies. In its complete version, this fully customizable instrument will allow analysis of a specific market dynamics and exploration of scenarios resulting from different pricing policies.

Dariusz holds M. Sc. in Econometrics and Statistics from the Central Economic School in Warsaw and commenced his career at the Central Statistical Office in Warsaw.

# VENUE



## VILNIUS

Vilnius , the baroque beauty of the Baltic, is a city of immense allure. As stunning as it is bizarre, it easily tops the country's best-attraction bill, drawing tourists like moths to a flame with an easy, confident charm and a warm, golden glow that makes one wish for long midsummer evenings every day of the year.

The capital may be a long way north and east, but it's quintessentially continental. At its heart is Europe's largest baroque old town, so precious that Unesco added it to its World Heritage list. Viewed from a hot air balloon, the skyline – pierced by countless Orthodox and Catholic Church steeples – looks like a giant bed of nails. Adding to this heady mix is a combination of cobbled alleys, crumbling corners, majestic hilltop views, breakaway states and traditional artists' workshops – all in a city so small you'd sometimes think it was a village.



<https://storewars.net/>

# VENUE



Storewars Open Course will take place at:



**Address:** Radisson BLU Hotel Lietuva Konstitucijos ave .20, LT-09308, Vilnius Lithuania

**Telephone:** +370 5 272 6272

**Accommodation:** € 122/night



# SCHEDULE

## STOREWARS OPEN COURSE 8-10 JUNE, 2016, VILNIUS

### WEDNESDAY JUNE 8

**Welcome coffee, Registration**

08:30 – 09:00

**Lecture: Introduction to Storewars,  
Q & A session**

09:00 – 10:30

**Group Analysis of market & role  
assignments in teams**

10:30 – 12:30

**Decision 1 (12:30-12:45 meeting with  
teams' CEOs)**

12:30 – 14:00

**Lunch**

14:00 – 15:00

**Feedback on Decision 1 &  
Negotiation rules**

15:00 – 15:45

**Market Analysis in teams, getting  
ready for negotiations**

15:45 – 17:30

**Negotiations 1<sup>st</sup> round**

17:30 – 18:30

**Discussion in groups**

18:30 – 18:45

**Negotiations 2<sup>nd</sup> round & contracts  
signing**

18:45 – 20:30

### THURSDAY JUNE 9

**Decision 2**

09:00 – 10:30

**Lecture: Retailer's strategies and  
Private label – The Power of the  
Retailer**

10:30 – 12:00

**Feedback on Decision 2**

12:00 – 13:00

**Lunch**

13:00 – 13:45

**Group Analysis & Preparations for  
Negotiations**

13:45 – 15:45

**Negotiations 1<sup>st</sup> round**

15:45 – 17:15

**Discussion in groups**

17:15 – 17:45

**Negotiations 2<sup>nd</sup> Round**

17:45 – 19:15

**Decision 3**

19:15 – 20:45

### FRIDAY JUNE 10

**Feedback on Decision 3**

09:00 - 10:00

**Lecture: Manufacturer's strategies  
and win – win cooperation between  
Manufacturer and Retailer**

10:00 – 11:00

**Group Analysis of Markets,  
Negotiations, Decision 4**

11:00 – 13:00

**Lunch**

13:00 – 14:00

**Preparation for Team's presentation**

14:00 – 14:45

**Teams' presentations**

14:45 – 15:15

**Final scores, program summary**

15:15 – 16:30

# BOOKING

**COURSE:** STOREWARS Open program

**DATE:** 8-10 June, 2016

**PLACE:** Vilnius, Lithuania

**PROGRAM INCLUDES:**

Participation in Storewars business simulation

Hand-out materials and certificate

Conference package at hotel

Pre-work (e-learning and webinar)

**PARTICIPANTS TO REGISTER:** \_\_\_\_\_ people

<b>Company Name</b>		<b>Contact Name (if not a delegate)</b>	
<b>Address</b>			
<b>PO (if needed)</b>		<b>Email address</b>	
<b>VAT (if any)</b>		<b>Telephone</b>	
<b>Delegate Name, Current position, E-mail address</b>			
<b>Delegate Name, Current position, E-mail address</b>			
<b>Delegate Name, Current position, E-mail address</b>			

If your participants require hotel accommodation, please contact Anastasia Lavrenyuk at [alavrenyuk@edl.training](mailto:alavrenyuk@edl.training)

Due to intensity and level of the course, places on each course are limited to 32.

**STOREWARS CANCELLATION POLICY**

- 6 weeks prior to the course cancellation fee is equivalent 30% of the training cost
- 4 week prior to the course cancellation fee is equivalent 50% of the training cost
- 2 week prior to the course cancellation fee is equivalent 70% of the training cost
- 1 week prior to the course or later cancellation fee is equivalent 100% of the training cost

**AUTHORIZED (STAMPED) AND SIGNED BY**

**DATE**

\_\_\_\_\_

\_\_\_\_\_

*This form can be scanned and emailed to [alavrenyuk@edl.training](mailto:alavrenyuk@edl.training) with a copy to [sw@storewars.net](mailto:sw@storewars.net). If you have any questions or queries regarding the course, its content or relevance to your business and for questions regarding corporate courses, retailer sponsored programs or terms and conditions for multiple delegates please contact Anastasia Lavrenyuk at [alavrenyuk@edl.training](mailto:alavrenyuk@edl.training) and +7 495 232 35 01.*