



STOREWARS BUSINESS SIMULATION

20 - 22 SEPTEMBER, 2016
DUBAI, UAE

The World's Leading Business Management Simulation

www.storewars.net

EDL
EXECUTIVE & DIRECTOR
LEARNING

ABOUT STOREWARS

The leading learning program for FMCG and Retail professionals based on the platform of business simulation

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 program 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, they develop an intuitive understanding of the business, its functional elements, and ways to achieve a strong profitable position by establishing win-win cooperation.



20-34

PARTICIPANTS

From one or different companies



5

TEAMS

2 retailers
3 manufacturers



2

MARKETS

Emerging
Developed



2

PRODUCTS

Food
Household goods

STOREWARS

SKILLS & KNOWLEDGES



Analytical skills

- ✓ Massive data analysis skills
- ✓ ability to find crucial information & transform it into profitable decisions

Budgeting and Cash-Flow Management

- ✓ Watch your decisions impact on accounts and profitability.
- ✓ Develop your understanding of financial statements and cash flows
- ✓ Trade profitability analysis, establishing mutually profitable trading relations

Strategic Planning and Thinking

- ✓ Ability to analyze circumstances, establish objectives and lay out plans that extend several planning periods into the future.
- ✓ Acquire a solid cross-functional understanding of the business enterprise you're running

Leadership, Teamwork, and Interpersonal Skills

- ✓ Real team-building experience
- ✓ Participants must fight for their ideas, leverage and improve their negotiation skills
- ✓ Plus respond simultaneously to the ideas of their colleagues

STOREWARS ADVANTAGES

Learning by doing

The program is made in a format of business game which helps to get the most of the learning process as people remember 80% of that they have experienced.

Complexity

Storewars program covers all main aspects of a modern consumer-facing business and helps participants to obtain a holistic understanding of company's operation.

Relevance

Program is designed specially for Retail and FMCG companies based on the industry data collected during last 20 years

Experienced guidance

Our courses are conducted and curated by a team of highly experienced industry professionals and top business school professors - a powerful combination of commercial and academic knowledge.

TAKE PART IN STOREWARS...

- ✓ Run your own multi-billion company
- ✓ Try yourself in a role of retailer or manufacturer
- ✓ Take key business decisions and test different strategic approaches in a risk-free environment
- ✓ Get an immediate result and a comprehensive analysis of your decisions from the industry professionals
- ✓ Experience a real-life negotiations between retailers and manufacturers

FACILITATOR



GREG THAIN

A global expert with more than 40 years of corporate experience in FMCG, Retail, E-Retail, Property, Fundraising and Stock Markets, Digital Revolution, Modern Marketing, Consultancy on Emerging Markets, Big Data, and the Internet. Has offices based in Monaco, Manila, Dubai, and Moscow.

Guest Professor/Adjunct Professor of Modern Marketing and Internet at the International University of Monaco (IUM) as well as other educational institutions across Asia and Europe.

Frequent speaker in talks throughout Europe and Asia that focuses on Retail, E -Retail, FMCG, Private Label, Internet and the Digital World, Property, The emerging Markets and Infrastructure Development.

Currently the Chairman of several companies:

- M3: An innovative business that utilizes modern tools for marketing.
- NML 2015 Investment Limited: A business, which focuses on the efficient raising and investing of money in various infrastructure, property & Internet projects.
- Executive & Director Learning Ltd. (EDL): A corporation, which specializes in simulation, training, and coaching global businesses so that they may harness their full potential. EDLP operates in more than 40 countries and works with majority of the world's leading corporations.

VENUE



DUBAI, UAE

Dubai is one of the wonders of the modern world. A decade ago the sand was the ruler of this emirate located on the edge of the Arabian Desert with no discernible natural advantages. Nowadays the sand has been dethroned by the luxurious futuristic skyscrapers and the exclusive cozy villas scattered around the coastline. And all this is thanks to the vision of Dubai's ruler – Sheikh Mohammed and the belief in his subjects in his idea to turn his country into the center of international trading and tourism. His logic is simple: if you build it, they will come.

The audacity of the city's ruler is breathtaking. Running out of coastline to build hotels? Build vast artificial islands with 120km of new beachfront. Need better connections with the world? Build up an award-winning international airline in 15 years.

From within these high standards of luxury and convenience, visitors can experience exotic Arabia in the bustling souks or a night in a Bedouin tent with belly-dancing under the starlit desert skies, as well as a way of life that is still embedded in the Islamic traditions of an ancient land. Dubai's attraction lies in the contrast between the ultra-modern and the enchantingly traditional, which gives the city a personality like no other and visitors a variety of experiences to choose from. From desert oases and unspoiled beaches, camel races and old wind towers, to top-class shopping opportunities, avant-garde architecture and the finest international cuisine, Dubai has more than enough depth to satisfy even the most seasoned of travelers.



VENUE



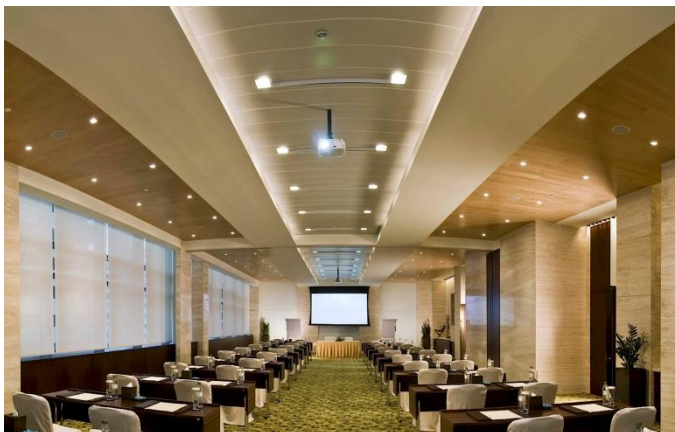
Storewars Open Course will take place at
The H Dubai Hotel



Address: Al Sa'ada St, Trade Center, Dubai, UAE

Telephone: +971 4 501 8888

Accommodation: AED 850/night excluding taxes and breakfast



AGENDA

STOREWARS OPEN COURSE 20-22 September, 2016, DUBAI, UAE

TUESDAY September 20

Welcome coffee / Registration

8.30 – 9.00

Introduction to Storewars

09:00 – 10:30

**Group Analysis of Markets &
Role Assignment**

10:30 – 12:30

**Decision 1 (12:30-13:00 Teams'
CEOs presenting their strategies)**

12.30 – 14.00

LUNCH

14:00 – 15:00

**Feedback on Decision 1 &
Negotiations Rules**

15:00 – 15:45

**Market Analysis in Teams.
Preparing for Negotiations**

15:45 - 17:30

Negotiations 1st Round

17:30 - 18:30

Buffet Dinner

18:30 - 19:00

**Negotiations 2nd Round
& Contract Signing**

19:00 – 20:15

WEDNESDAY September 21

Decision 2

9:00 – 10:30

**Lecture E-Retailing – The Future
of Retail**

10:30-12:00

Feedback on Decision 2

12:00-13:00

LUNCH

13:00-14:00

**Group Analysis of Markets.
Preparing for Negotiations**

14:00 – 16:00

Negotiations 1st Round

16:00-17:00

Discussion in Groups

17:00 – 17:30

Negotiations 2nd Round

17:30 - 18:30

**Decision 3 (Sandwiches and
fruit in the rooms)**

18:30 – 20:00

THURSDAY September 22

Feedback on Decision 3

09:00 – 10:00

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

10:00 – 13:30

LUNCH

13:00 – 14:00

**Preparation for Teams'
Presentation**

14:00 – 14:15

Teams' Presentation

14:15 - 15:15

**Final Scores and Program
Summary**

15:15 - 16:30

BOOKING

COURSE: STOREWARS Open program
DATE: 20-22 September, 2016
PLACE: Dubai, UAE
Price: \$2999

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

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

If your participants require hotel accommodation, please contact Anastasia at akrivolapova@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 akrivolapova@edl.training with a copy to 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 Krivolapova at akrivolapova@edl.training and +971 (0) 52 187 4558.