



STOREWARS BUSINESS SIMULATION

15-17 FEBRUARY, 2016
BANGKOK, THAILAND

The World's Leading Business Management Simulation

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



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



BANGKOK

Bangkok is one of Asia's great capital cities, a dynamic business and cultural center for both Thailand and the region. Its friendly, lively atmosphere is a magnet for international visitors: tourists for the attractions, food, shopping and entertainment; businessmen for the numerous opportunities for expanding trade that this exciting city offers.

Bangkok is a regional center for business, finance and communications, with many international corporations establishing offices here to take advantage of business opportunities available in the city, in Thailand and in the region.

After business is over, Bangkok has plenty of activities for visitors to enjoy. Dining out is both affordable and immensely enjoyable, with restaurants all over the city serving a mouth-watering selection of cuisines, including the exotic taste of Thai food. An abundance of department stores, shops, malls and markets selling exquisite Thai products and imported brands of fashions, jewelry, electronic goods, handicrafts, Above all, visitors should make time to experience a traditional Thai massage or a pampering treatment in an elegant spa to truly savor Bangkok's gentle hospitality



VENUE



Storewars Open Course will take place at



Address: 622 Sukhumvit Soi 24, Khlong Toei, 10110 Bangkok, Thailand
Telephone: +66 2 664 9999
Accommodation: \$137



SCHEDULE

STOREWARS OPEN COURSE 15-17 FEBRUARY, 2016, Bangkok, Thailand

MONDAY FEBRUARY 15

Welcome coffee, Registration

08:30 – 09:00

Introduction

to Storewars world

09:00 – 11:00

**Storewars markets analysis and role
assignment in teams**

11:00 – 13:00

Q & A session for Manufacturers

teams

12:30 – 13:00

Lunch

13:00 – 14:00

Q & A session for Retailers' teams

14:00 – 14:30

Decision 1

14:00 – 17:00

Coffee-break

17:00 – 17:15

Lecture / Discussion

17:15 – 18:00

Feedback on Decision 1

18:00 – 19:00

TUESDAY FEBRUARY 16

Lecture / Discussion

09:00 – 10:00

Coffee-break

10:00 – 10:15

Negotiations rules lecture

10:15 – 11:15

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

11:15 – 13:00

Lunch

13:00 – 14:00

Negotiations 1st round (20 min each)

14:00 – 15:20

Discussions in the teams

15:20 – 16:00

**Negotiations 2nd round
(30 min each) & signing contracts**

16:00 – 18:15

Decision 2

18:15 – 19:45

WEDNESDAY FEBRUARY 17

Feedback on Decision 2

08:30 – 09:30

Market analysis in teams

09:30 – 11:30

Negotiations 1st round (20 min each)

11:20 – 12:40

Discussion in the teams

12:40 – 13:00

Lunch

13:00 – 14:00

Negotiations 2nd round (30 min)

& signing contracts

14:00 – 16:00

Decision 3

16:00 – 17:15

**Team Presentations, Final Feedback
& Program summary**

17:15 – 18:15

BOOKING

COURSE: STOREWARS Open program

DATE: 15-17 February, 2016

PLACE: Bangkok, Thailand

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 us at booking@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 booking@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 us at booking@edl.training