



# STOREWARS BUSINESS SIMULATION

8-10 DECEMBER, 2015  
DUBAI, UAE

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



# 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.

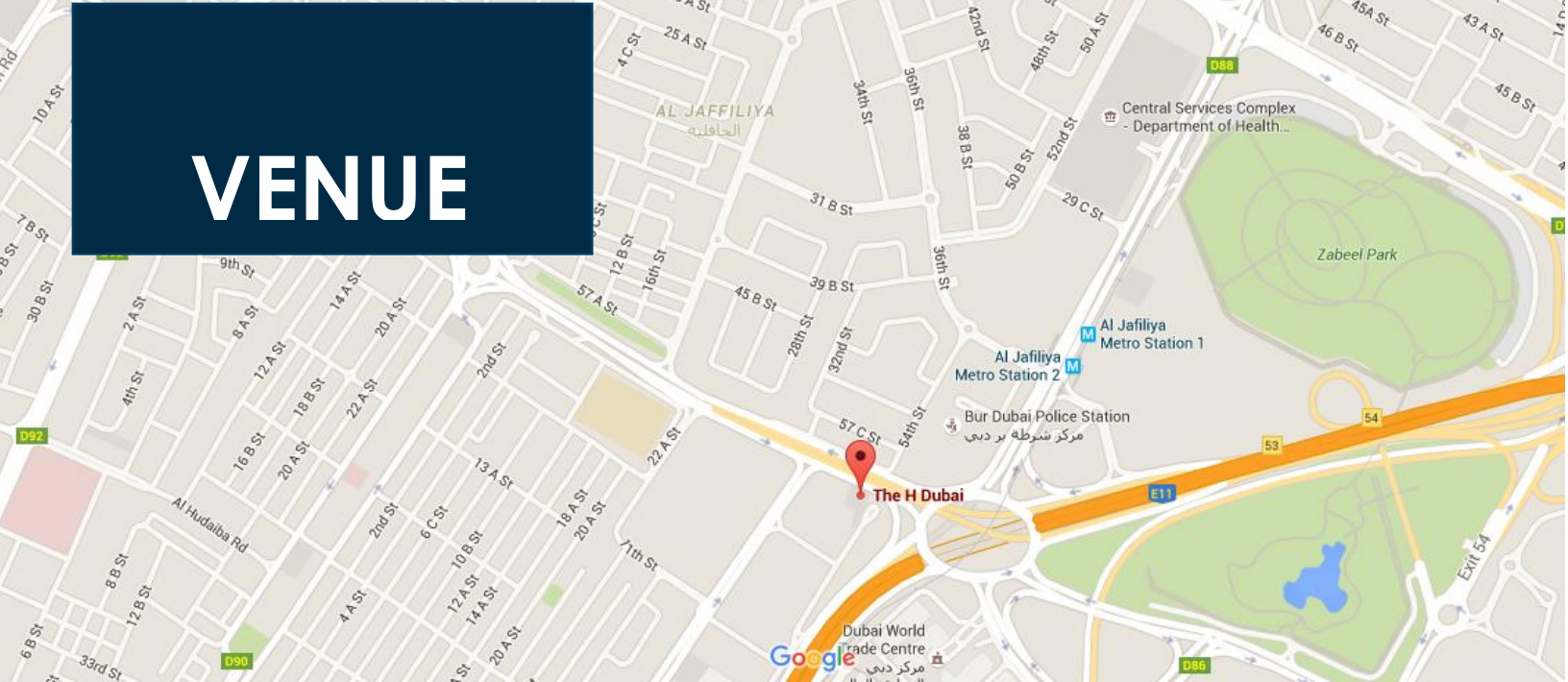
The audacity of the city's ruler is breathtaking. Running out of coastline to build hotels? Build vast artificial islands with 120km of new beachfront. Need better connections with the world? Build up an award-winning international airline in 15 years.

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



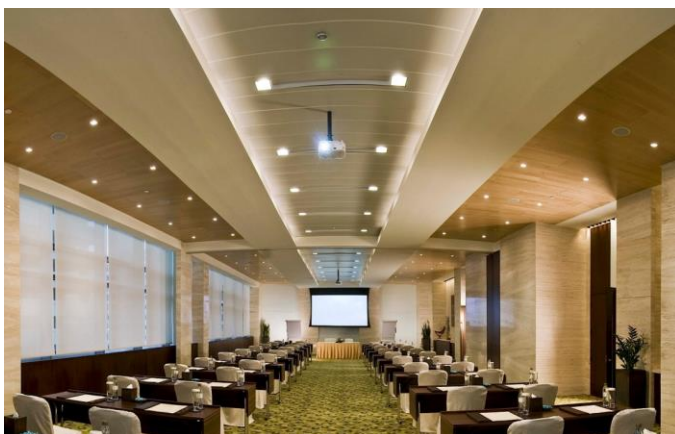
Storewars Open Course will take place at  
**The H Dubai Hotel**



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

**Telephone:** +971 4 501 8888

**Accommodation:** AED 850/night excluding taxes and breakfast



# SCHEDULE

## STOREWARS OPEN COURSE 8-10 DECEMBER, 2015, DUBAI, UAE

### TUESDAY DECEMBER 8

**Introduction to Storewars/Win-win cooperation between Manufacturer and Retailer**

09:00 – 10:30

**Group Analysis & Decision 1**

10:30 – 14:00

**LUNCH**

14:00 – 15:00

**Feedback on Decision 1 & Lecture: Negotiations**

15:00 – 16:00

**Group Analysis & Preparations to the Negotiations**

16:00 – 17:30

**Negotiations**

17:30 – 20:00

### WEDNESDAY DECEMBER 9

**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**

13:00-13:45

**Lecture Private Label – the Power of Retailer**

13:45-15:00

**Group Analysis & Preparation**

15:00-17:00

**Negotiations**

17:00-20:30

**Decision 3**

20:30-21:00

### THURSDAY DECEMBER 10

**Feedback on Decision 3**

09:00 – 10:00

**Group Analysis, Negotiations & Decision 4**

10:00 – 13:30

**LUNCH**

13:00 – 14:00

**Team Presentations**

14:00 – 14:30

**Final Feedback & Summary**

14:30 – 16:30

<https://storewars.net/>

# BOOKING

**COURSE:** STOREWARS Open program  
**DATE:** 8-10 December, 2015  
**PLACE:** Dubai, UAE  
**FEE:** \$2999/person

**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 at [akrivolapova@storewars.net](mailto:akrivolapova@storewars.net)  
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@storewars.net](mailto:akrivolapova@storewars.net) 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 Krivolapova at [akrivolapova@storewars.net](mailto:akrivolapova@storewars.net) and +7 495 232 35 01.*